ONTARIO TRAVEL SURVEY

ONTARIO
yours
to discover.

85-4435/

This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Canadian Facts. This is a summary of the main findings. Detailed tables are available on request.

Ontario

Office of the
Minister

Ministry of
Tourism and
Recreation

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As the Minister of Tourism and Recreation, I am pleased to release this report on the Ontario Travel Survey.

I am proud of this Ministry project because it represents the state of the art of travel market research – providing a scientific, concrete and fascinating profile of the Ontario traveller. We fully anticipate that this information will prove a vital planning tool in both the private and public sectors – sparking new growth in our tourism industry across the Province.

The Ontario Travel Survey was developed to bring the industry as close as possible to the people it serves. Conducted by Canadian Facts, one of the country's leading research houses, it is the most intensive study of Ontario travel habits ever undertaken.

Interviewers visited thousands of Ontario households and invited them to keep a travel diary recording the details of all trips 25 miles or more one way, over a two-month period. The response rate was 51 per cent, a remarkably high rate of return. By combining the information from the 4,312 diaries completed, we have created a massive data bank, which will help the industry meet the expectations of the travelling public.

The Ontario Travel Survey confirms the premise on which the project was based – that the Ontario resident is the leading customer for the Ontario tourism industry. The tabulations show nine out of ten trips taken by Ontarians were to destinations within their home province.

In 1982 our residents spent $4.1 billion in Ontario in the course of 82 million person-trips – totals which demonstrate that travel has become a lasting feature of our modern lifestyle and also a key factor in our economic well-being.

The survey shows conclusively that today's tourists are seeking recreational experiences. Ontario travellers spent nearly half of all person-nights away from home for this purpose. The trend highlights the need to integrate our tourism and recreation programs more effectively, and confirms the logic of placing both areas within the mandate of a single government ministry.

The data generated by the survey and outlined in this report raises further challenges which Ontario's tourism industry and my Ministry must address together to fulfill our tourism growth potential.

Since Ontario travellers spent about 46 per cent of nights away with friends or relatives, it is important to design more attractive accommodation packages to lure this segment of the travelling public.

The upscale profile of the traveller which emerges from the survey is certain to have implications for marketing strategy. The relatively low proportion of senior citizens travelling suggests more should be done to meet the special needs and interests of this fast-growing population group.

The average spending on overnight trips, per person, was almost triple the amount spent on same-day trips to Ontario destinations. Overnight travel is critical to the economic health of the industry and the expansion of this market rates as a top priority. Convention-goers registered the highest average expenditure, which suggests we should pursue this lucrative market even more aggressively.

The Ontario Travel Survey will provide an invaluable information base for the industry and for my Ministry in planning to meet these challenges. This report outlines the general trends, primarily at the provincial level but with additional information on Ontario's tourist regions. My Ministry will soon publish detailed regional profiles and is developing systems for public and industry access to the data bank.

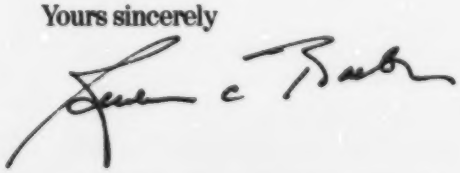
I believe that this comprehensive information resource will help local tourist associations target their promotional initiatives. It will assist municipalities to set the stage for tourism development, and it will offer individual operators solid market research for growth and expansion.

For example, from the survey results, an operator could learn how much travellers spent in a particular region in 1982, how many person-nights were recorded and the average length of stay. The entrepreneur could then take a close look at these overnight travellers to discover where their trips originated, the trip purpose, the mode of travel, the activities pursued at or near the destination, the type of accommodation used and the amount spent broken down by categories.

Such precise, concrete and practical information will be extremely useful in business decision-making.

The Ontario Travel Survey is a tangible sign of the Ontario government's confidence in the future of the tourism industry. I believe growth in this key sector will both create employment and expand leisure opportunities for our citizens. This report reflects our determination to exercise leadership in the crucial area of market intelligence as the basis for tourism planning in communities across Ontario. As the Minister responsible for tourism in Ontario, it is my pleasure to introduce the Ontario Travel Survey to the industry and the interested public.

Yours sincerely



Hon. Reuben C. Baetz, Minister.
September 20, 1983.

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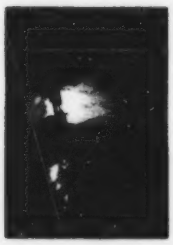


Purpose

Both for general economic planning and the marketing or development of tourism programs the Ontario Government has a need for information on travel within the province by Ontarians. To this end periodic assessments are made using survey research methods. The previous study had been conducted in 1976. Since that time economic conditions had changed and there had been the impact of higher energy prices on travel in general. Therefore, the Ontario Ministry of Tourism commissioned a major study to assess Ontario domestic travel during 1982.

The 1982 study, conducted by Canadian Facts, involved approximately 4,300 households keeping a travel diary for a two month period. Each qualifying trip taken by a member of the household was recorded in considerable detail. The result is a large complex database of information that can be analysed in many different ways to meet particular planning or information needs. No single report can attempt to cover all aspects of the data obtained. What this report attempts is a presentation of the main results primarily at the provincial level but with additional information for the main tourist regions.

Highlights of 1982 Travel Study

During 1982, Ontario residents made 90.2 million person-trips to a destination 25 miles or more one-way from home. Of these person-trips, 81.96 million were to destinations within Ontario and 8.24 million were to a place outside the province. The estimates of trips exclude some types of travel, such as commuting to work or being a non-private vehicle operator.

Ontario Trips (81.96 Million). The 81.96 million person-trips within Ontario by individuals were made as part of 44.12 million household-trips, giving an average household party size of 1.86 persons. Of the 81.96 million person-trips:

- Approximately two-thirds were same-day trips and one-third involved an overnight stay of one or more nights away from home;
- 27 per cent were to a destination 100 miles or more from home;
- Slightly over half were to destinations outside the person's own tourist region;
- Seven out of ten were for recreation, pleasure or visiting friends and relatives. Only 8.8 per cent were for business or convention purposes; and
- The automobile was the predominant mode of travel, accounting for 95.3 per cent of person-trips.
- Shopping as an activity was associated with 30.2 per cent of person-trips.

Characteristics of Trip-Takers. Compared to the total Ontario population, trip-takers in the province:

- Have higher incomes;
- Have heads of household with higher education levels and more up-scale occupations;
- Are similar in terms of adult-child household composition; and
- Have a lower proportion of more elderly people (65 years and up).

Overnight Stays. The 30.8 million person-visits that had an overnight stay in Ontario resulted in 82.9 million person-nights spent away. This is an average of 2.7 nights.

The regions receiving the greatest number of person-nights away spent in their region were Georgian Lakelands, Central Ontario and Northern Ontario. Combined they account for 59 per cent of total nights away within the province.

Commercial accommodation was used for 28 per cent of the person-nights away. There is not a great deal of variation by tourist region. The highest is Southwestern with 35 per cent commercial, and the lowest is Metro Toronto with 24 per cent.

This report is a presentation of the main results primarily at the provincial level but with additional information for the main tourist regions.

Expenditure. Ontarians spent $5.8 billion on all person-trips, both within and outside the province. Of the total amount, $4.1 billion was spent within Ontario. The expenditure within Ontario is comprised of: **$3.2 billion** on person-trips with an Ontario destination; **$0.9 billion** on person-trips with a destination outside the province.

For Ontario destination person-trips, the main expenditures were:

- *Food and Beverage* – $900 million (28.2 per cent);
- *Retail/Other Misc.* – $884 million (27.7 per cent);
- *Transportation* – $854 million (26.6 per cent);
- *Accommodation* – $280 million (8.7 per cent);
- *Recreation/Pleasure* – $279 million (8.7 per cent).

The major component of transportation expenditure was accounted for by the automobile ($714 million).

The average expenditure on Ontario trips was $39 per person. For same-day trips it was $23.68 per person, and for overnight trips $67.68 per person.

Expenditure on recreation/pleasure accounted for about 37 per cent of the expenditure on Ontario trips.

General Overview of Methods

The study was quite complex in terms of sampling, data treatment and rules applied for the allocation of expenditures.

Therefore, a general overview of the method is given below, with the objective of orientating the general reader. People who are interested in the precise details of methods and estimating procedures are referred to the Technical Appendices at the back of this volume.

The Ontario Travel Survey covers all travel of Ontarians from January 1, 1982 to December 31, 1982. The survey measures in detail the patterns, characteristics and expenditures of trips 25 miles or more, one way, made by Ontario residents both within and outside the province of Ontario. The data provide estimates of the number of trips taken, their origin and destination, socio-economic characteristics of travellers, length of stay, main reason for visit, participation in various recreational activities, accommodation usage, mode of transportation and estimated expenditures.

Sample. The universe was defined as all households in Ontario excluding military, institutions and those on Indian reserves. All qualifying trips were covered except those by children under 15 made alone, or with some person other than an adult (15 plus) in the household.

Trip Definition. A qualifying trip was defined as a journey to a location of at least 25 miles one way from home, and return, for a purpose other than:
- commuting to school or work;
- as an operator or crew member;
- for sales call or deliveries;
- moving to a new address.

Method. The diary method was used to obtain the required information. A diary was left with the household for the recording of all qualified trips taken over a two month period.

Households were equally sampled over the 12 months of 1982. In total 4,312 completed diaries were obtained.

Full details on survey methodology are contained in the Technical Report which is appended to this document.

The purpose of this report is to present a brief overview of the main findings. This summary report taps only a limited amount of the available data. A large and comprehensive data base is available to provide information relevant to the planning and development of tourism in Ontario.

Results. The report is arranged in six volumes:
Volume I - 1982 Ontario Travel Survey Summary - Report
Volume II - 1982 Ontario Travel Survey Annual Detailed Tables
Volume III - 1982 Ontario Travel Survey First Quarter Detailed Tables
Volume IV - 1982 Ontario Travel Survey Second Quarter Detailed Tables
Volume V - 1982 Ontario Travel Survey Third Quarter Detailed Tables
Volume VI - 1982 Ontario Travel Survey Fourth Quarter Detailed Tables

TRAVEL ASSOCIATION AREAS

Southwestern Ontario

Festival Country

Georgian Lakelands

Metropolitan Toronto

Central Ontario

Ontario East

Ontario North

An Overview of the Main Findings

it is estimated that during 1982, Ontario households took an average of 16.23 trips of 25 miles or more one way to destinations both within and outside the province. The average number of trips per household varies by destination.

Destination	Average Number Of Trips Per Household*
Ontario	14.66
Other Provinces	0.73
U.S.A.	0.74
Other Country	0.10

A total of 48.851 million household-trips were generated, distributed as follows:

Destination	Household-Trips (Millions)	Average Party Size
Ontario	44.124	1.86
Other Provinces	2.187	1.71
U.S.A.	2.238	1.80
Other Country	.302	1.59
Total	48.851	1.85

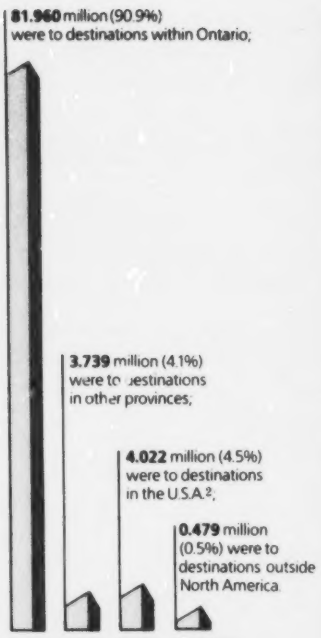
Ontario residents took a total of 90.200 million person-trips[1] of 25 miles or more, one way, to Ontario and non-Ontario destinations.

Of the 90.200 million person-trips: **81.960** million (90.9%) were to destinations within Ontario; **3.739** million (4.1%) were to destinations in other provinces; **4.022** million (4.5%) were to destinations in the U.S.A.[2]; **0.479** million (0.5%) were to destinations outside North America.

The overwhelming majority of trips are within Ontario. Of the remainder, roughly equal numbers are to the U.S.A. and other provinces. A relatively small number are to countries outside North America.

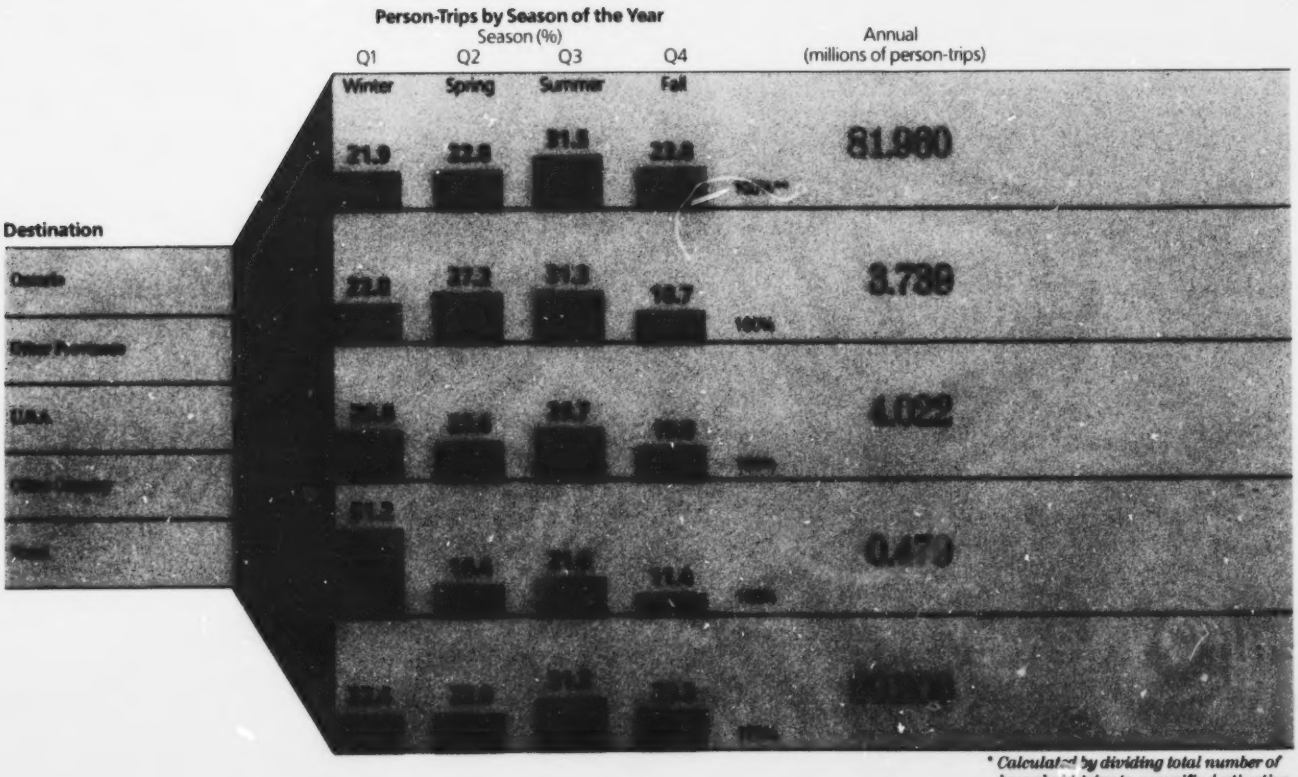
The destinations of Ontarians vary by season of the year. In total, similar numbers of trips are taken in the Winter, Spring and Fall calendar quarters, with a larger number of trips in the Summer months. For trips to the U.S.A., the Winter and Summer quarters have the greater number of trips. Of trips to other countries, over half are in the winter quarter.

The main focus of this study was trips within Ontario by Ontario residents. The following section of this report concentrates on those trips – termed "Ontario Trips."


81.960 million (90.9%) were to destinations within Ontario;
3.739 million (4.1%) were to destinations in other provinces;
4.022 million (4.5%) were to destinations in the U.S.A.[2];
0.479 million (0.5%) were to destinations outside North America.

Person-Trips by Destination

1. See Appendix IA. for definition.
2. Note that the number of person-trips taken to the United States and other countries does not compare with that shown by Statistics Canada (whose figures are the official ones used by the Ministry) due to methodological and definitional differences. The data are presented here only for the sake of completeness.



** Calculated by dividing total number of household-trips to a specific destination by total number of households in Ontario.*
*** In this report percentages will not always add to 100% due to rounding.*

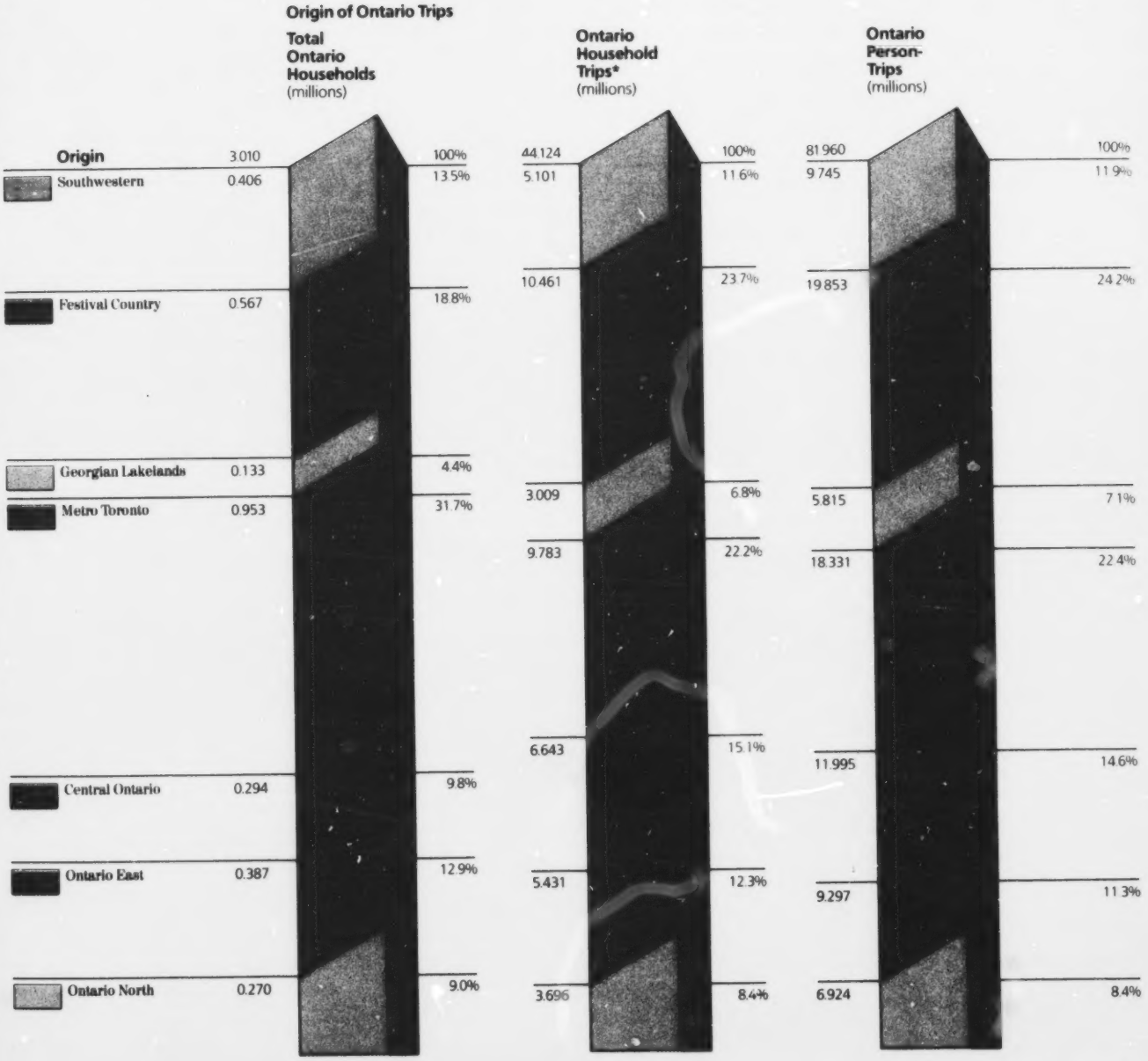
Origin

During 1982 Ontario residents made 81.960 million person trips to destinations within the province.

As could be expected, the tourist areas with the larger populations are the major source of travel. Together, Festival Country and Metro Toronto account for almost half (46.6%) of all person-trips taken in 1982.

When the percentage of Ontario trips taken by residents of the major tourist areas is compared to the overall population of each region the following pattern emerges.
– Festival Country, Georgian Lakelands and Central Ontario residents account for a relatively higher share of trips;
– the reverse trend is seen in Metro Toronto and Southwestern region.

Origin of Ontario Trips



* *See Appendix IA. for definition.*

Day Versus Overnight Trips

Of the 81.960 million person-trips, **53.423** million (65.2%) were same-day trips; **28.537** million (34.8%) were of one or more nights duration.

An analysis of overnight trips by origin shows that Metro Toronto residents account for a higher proportion of overnight trips as compared to their proportion of total trips. The reverse trend is seen for all other regions but Ontario North, where the proportion of overnight trips is slightly higher than the proportion of all trips in this region.

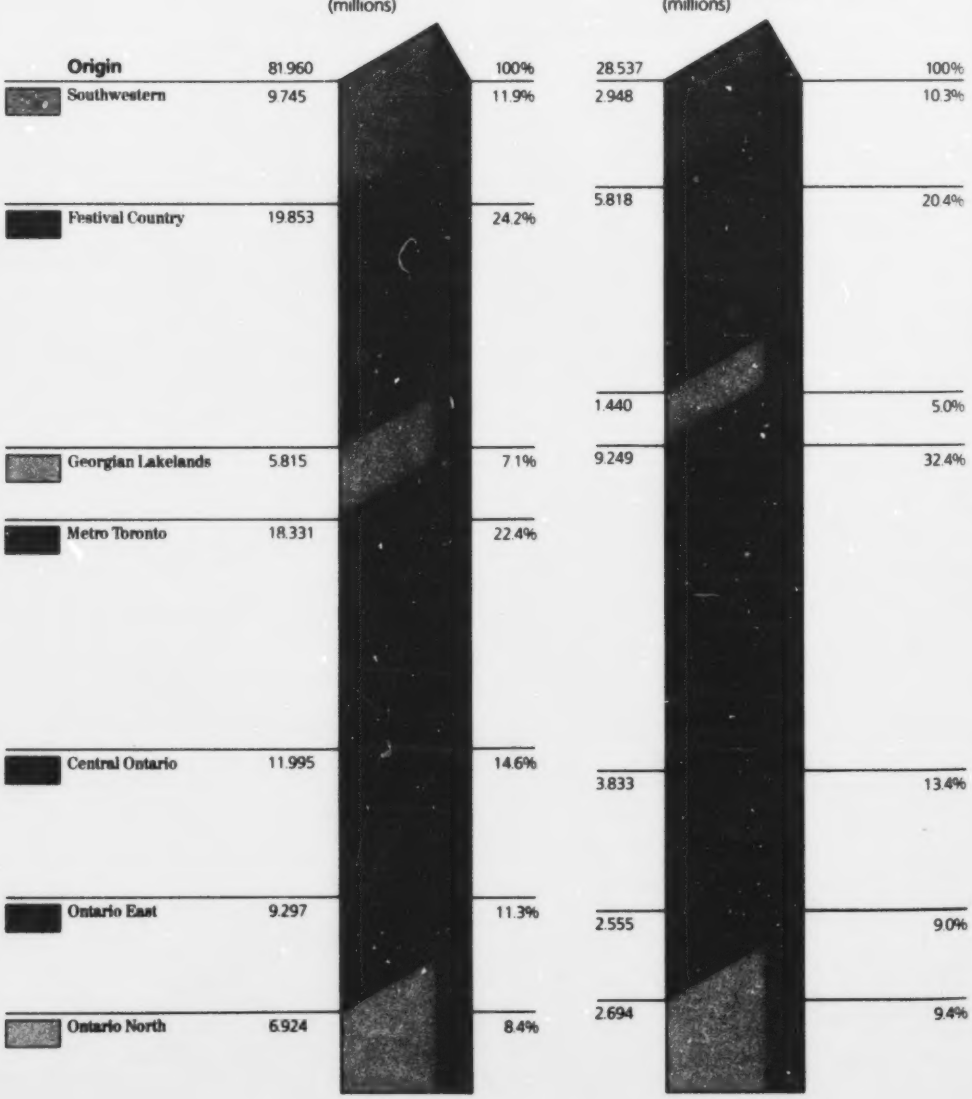
The Summer quarter accounts for 4-in-10 (38%) of all overnight trips taken in the year.

Ontario Person-Trips by Length of Stay

Length of Stay	Annual (millions of person-trips)	Calendar Quarter (%) Q1	Q2	Q3	Q4	
Same Day	**53.423**	23.2	22.6	28.0	26.1	100%
Overnight	**28.537**	19.4	23.1	38.0	19.4	100%

The average length of stay for all trips in Ontario (81.960) was 0.99 nights.

Ontario Trips
Total and Overnight Person-Trips



Distance Travelled

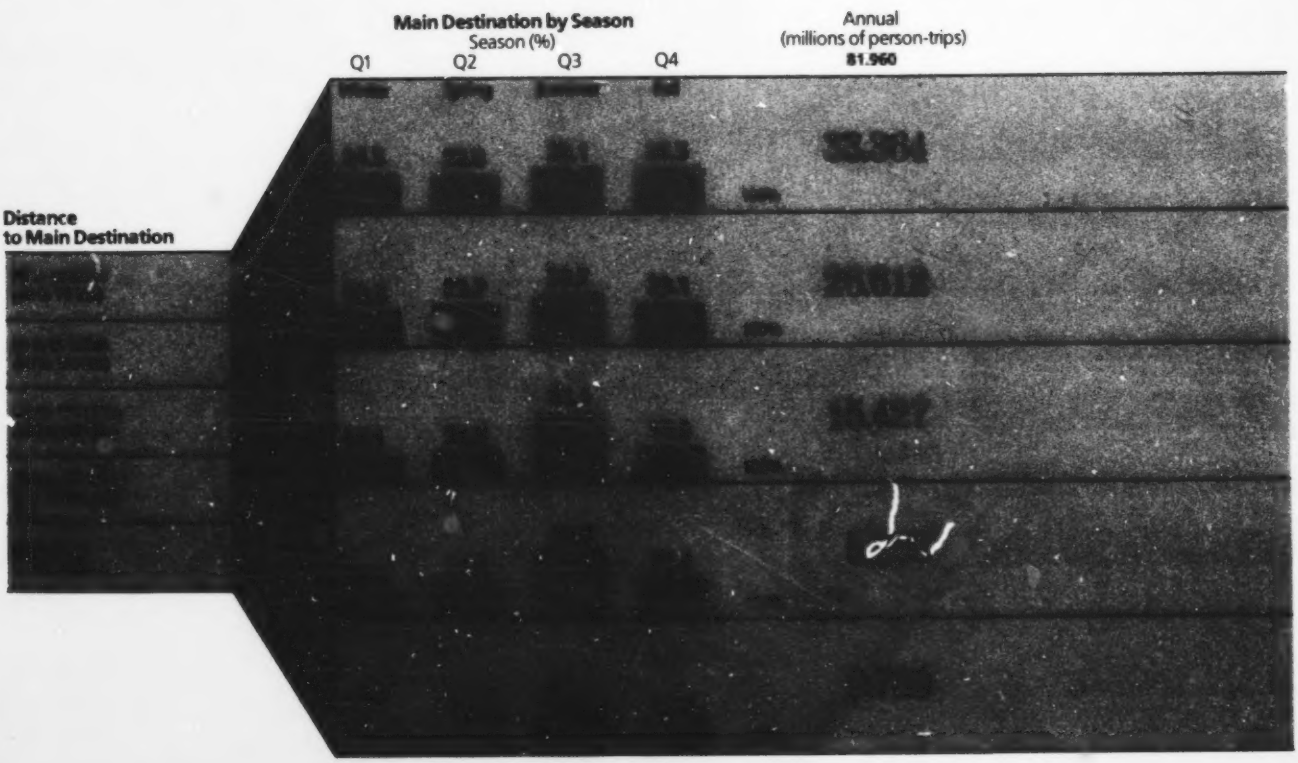
As would be expected, the greatest number of person-trips were of relatively short distances beyond the qualifying distance of 25 miles (40 km) one way.

Almost three-quarters of the trips were less than 100 miles (160 km). However, the remaining trips of over 100 miles (160 km) amount to 21.984 million person-trips.

A quarterly analysis shows that a greater number of longer distance trips are taken during the Summer quarter.

Ontario Person-Trips by Distance to Main Destination

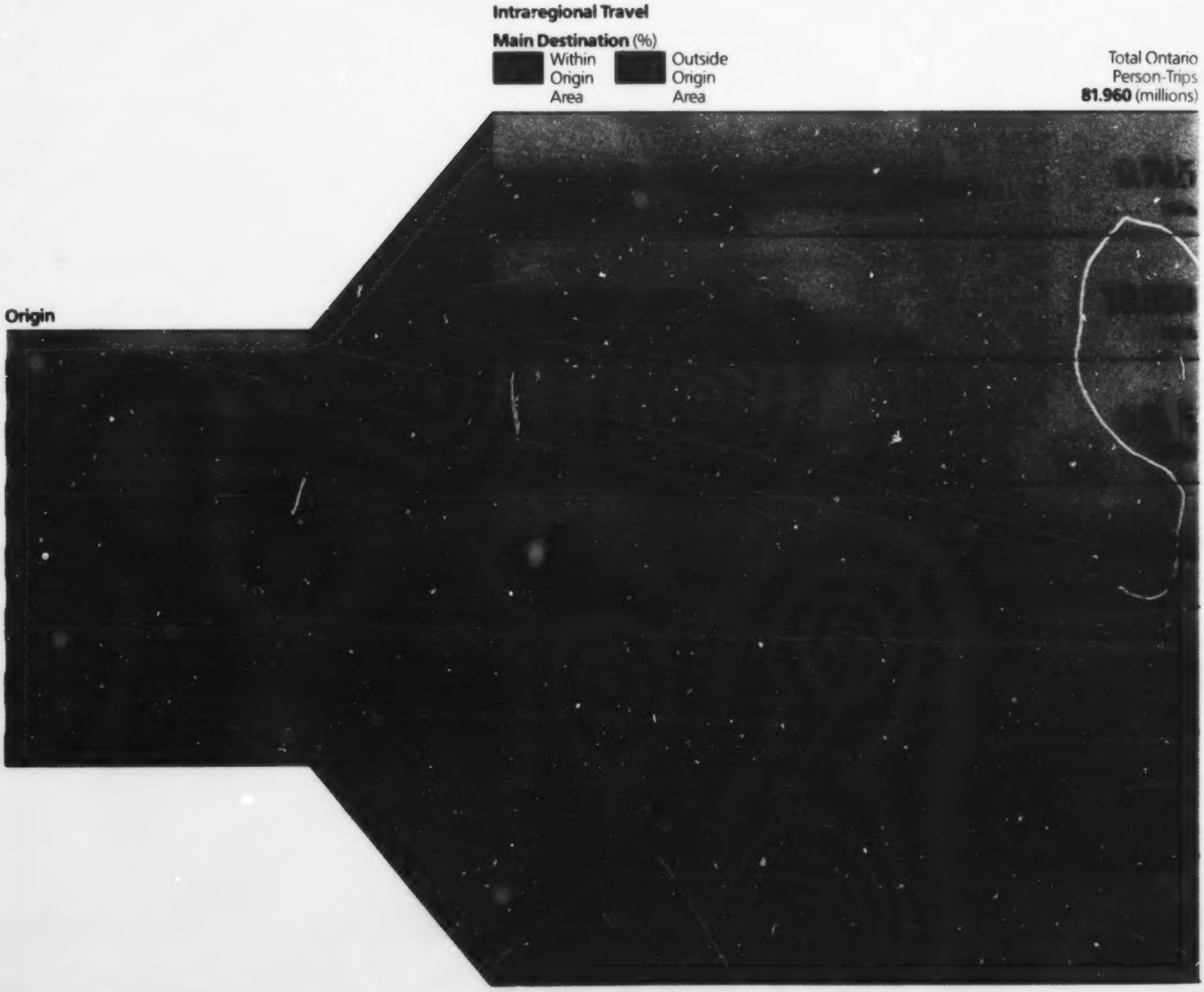
Distance Travelled	Millions of Person-Trips	Percentage (%)	Cumulative %
25 to 49 Miles (40 to 79 km)	33.364	40.7	40.7
50 to 99 Miles (80 to 159 km)	26.612	32.5	73.2
100 to 199 Miles (160 to 320 km)	15.427	18.8	92.0
200 to 499 Miles (321 to 804 km)	5.768	7.0	99.0
500+ Miles (805+ km)	0.789	1.0	100.0
Total	81.960	100.0	



Intraregional Travel

Of the 81.960 million person-trips in Ontario: **38.633** (47.1%) are to destinations within the tourist area of origin; **43.327** (52.9%) are to destinations outside.

The majority of residents of Ontario North, Ontario East and Southwestern regions confine their travel within the boundaries of their respective tourist regions. In Festival Country, Georgian Lakelands and Central Ontario the balance of trips within and outside the resident areas is more even. The vast majority of Metro Toronto residents extend their travel outside the regional boundary. This finding is not surprising given that this region encompasses a very small geographical area in relation to the other regions.

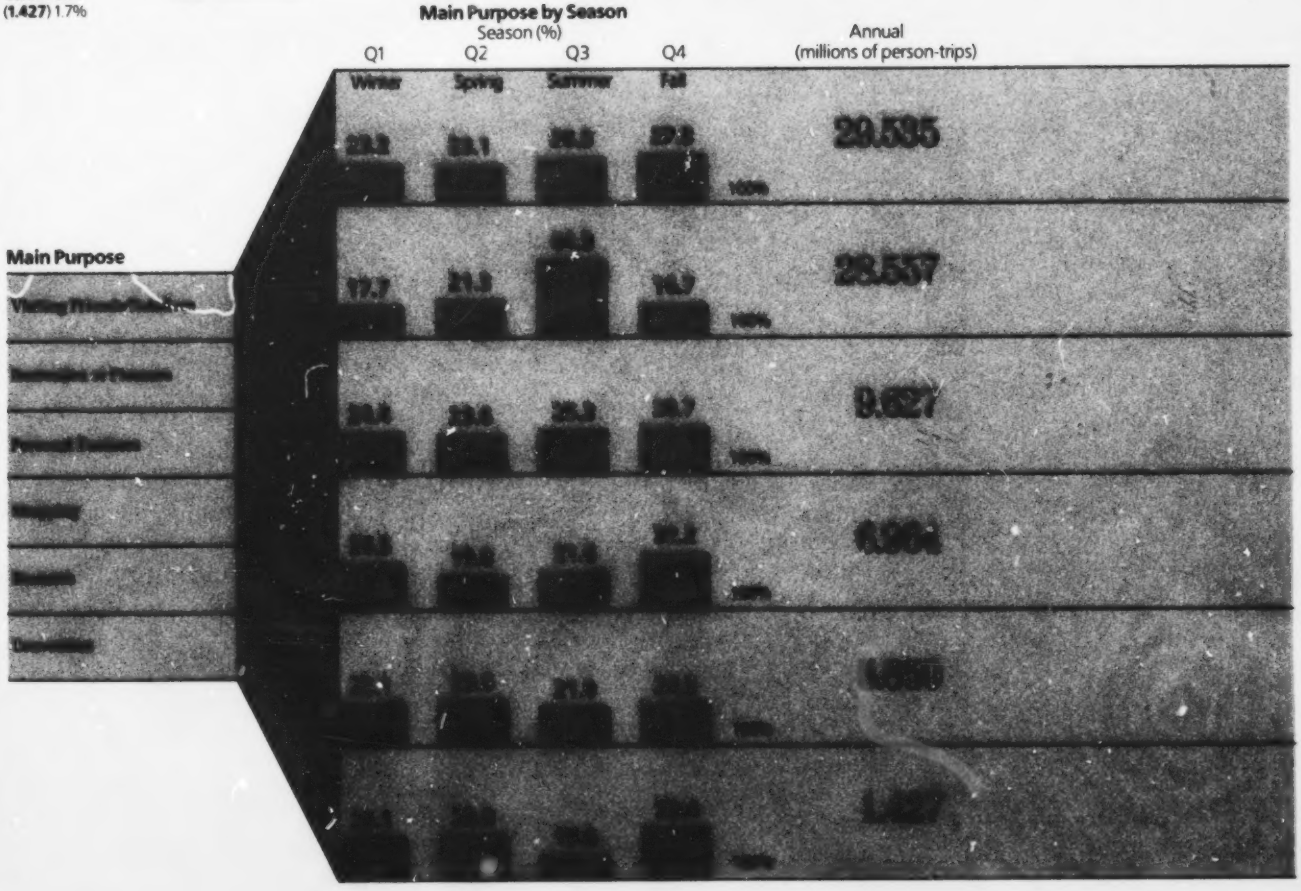


Trip Purpose

Each trip was classified as to the main purpose, which is defined as the reason the trip was taken. This main purpose is applied to each household member on the trip.

Visiting friends/relatives accounts for just about four out of ten person-trips, and recreation/pleasure about three. Personal business or shopping account for two, and business for less than one in ten. However, business/convention trips have a smaller party-size than other trips, so that they account for almost 12% of all Ontario household trips.

A quarterly analysis illustrates the seasonality of trip purpose. In the Summer quarter more trips are taken for recreation or pleasure reasons. Business/convention travel is less frequent during the Summer months. Shopping is a particularly important reason for travel during the Fall and Winter quarters.



Mode of Travel

The main mode of travel was collected for each trip, and is defined as the method by which the greatest distance was travelled.

The automobile is the predominant mode of travel, accounting for 95.3% of person-trips. The bus, either scheduled or charter, accounts for a further 3.0%, which means that 98.3% of trips were by road. Rail accounted for 1.0%, air or boat for the remainder.

The automobile was dominant for all trip purposes, with the lowest use of automobiles being associated with business at 94%. However, among the minor modes, there were some strong relationships with trip purpose. Examples are:

- Business trips account for 8.8% of trips but 64.9% of scheduled air.
- Recreational trips account for 86.0% of chartered bus and 48.9% of chartered air.
- Visiting friends and relatives accounts for 58.0% of trips by train and 52.2% of trips by scheduled bus.

Mode Of Travel

Total Ontario
Person-Trips (millions)
(81.960) 100%

Automobile/Van
(78.125) 95.3%

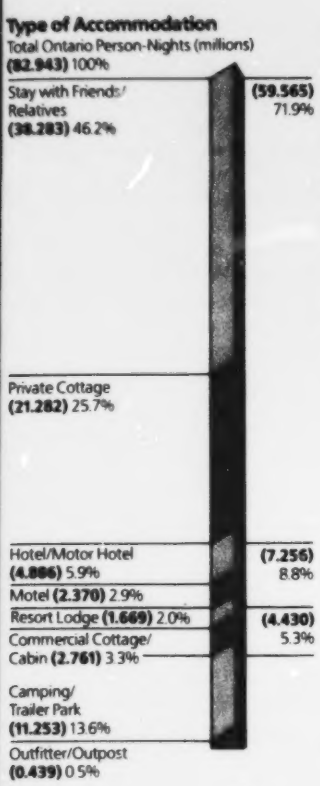
All Others
(3.835) 4.7%

All Other
Modes of Travel (millions)
(3.835) 4.7%

Air/Scheduled **(0.242)** 0.3%
Air/Charter **(0.083)** 0.1%
(0.325) 0.4%

Bus/Scheduled **(1.244)** 1.5%
Bus/Charter **(1.259)** 1.5%
(2.503) 3.0%

Train **(0.780)** 1.0%
Ship or Boat **(0.061)** 0.1%
Other **(0.166)** 0.2%



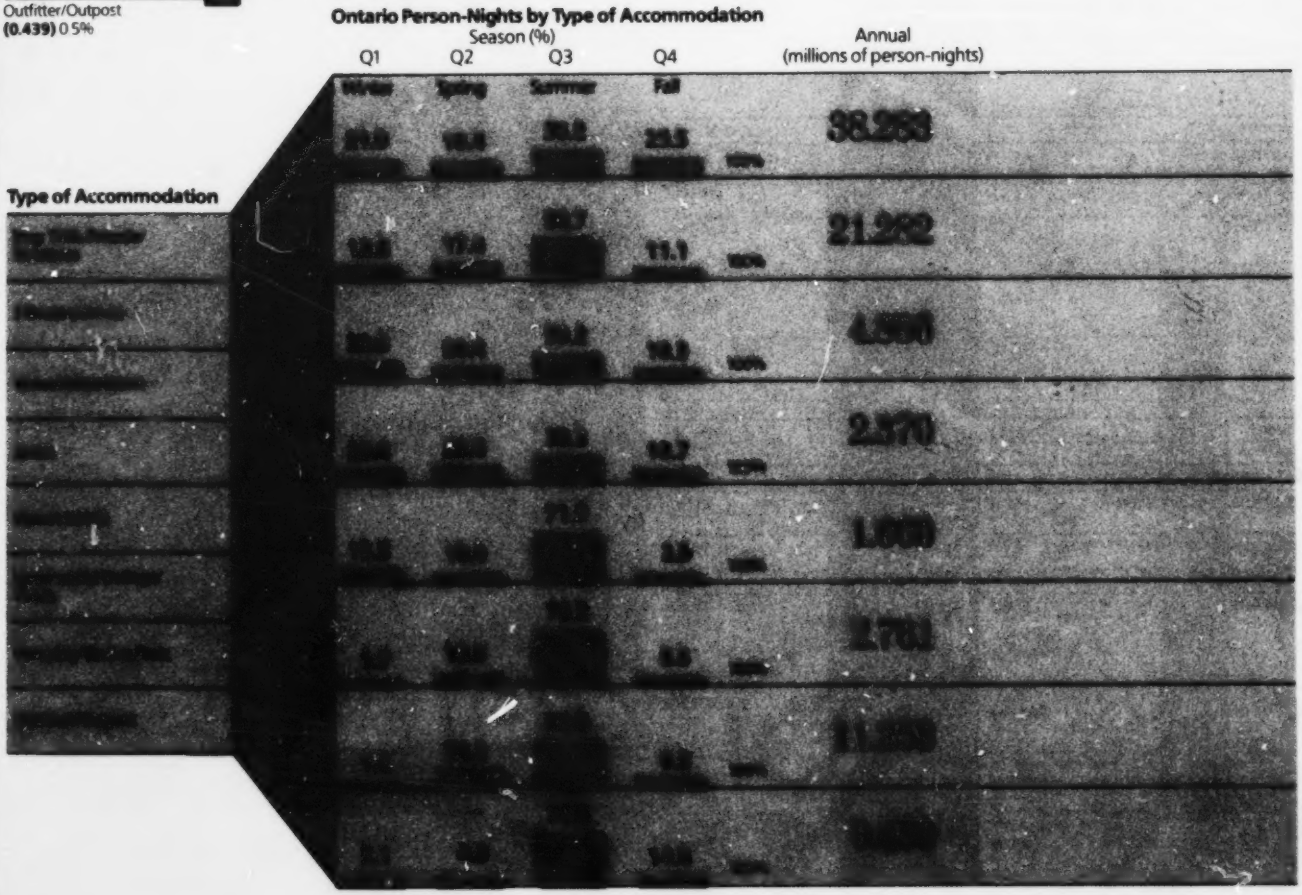
Accommodation

Of the person-nights* spent away, 71.9 per cent were in non-commercial accommodation, either a private cottage or with friends and relatives. To a limited extent, this could be an overestimate in the sense that some people claiming to have stayed in a private cottage may have rented it from the private owner. Of the commercial accommodation used, camping or trailer parks are the most important, accounting for 13.6 per cent of all person-nights spent or 48.1 per cent of all commercial accommodation person-nights. Hotels, Motels, Resort Lodges and Commercial Cottages combined, account for 14.1 per cent of person-nights away.

The type of accommodation used by Ontarians varies by season. In general, the number of person-nights spent in Ontario is greater in the Summer quarter. The use of private cottages, commercial cottage/ cabin, camping/trailer park and outfitter/outpost is highly concentrated in this period.

The popularity of "winter recreation" is reflected in the number of person-nights spent in resort lodges during the first quarter.

The use of hotels/motor hotels and motels tends to be more evenly distributed across the seasons as compared to other types of accommodations.



*See Appendix IA for definition.

Activities

Information on the types of activities trip-takers engaged in at or around the main destination was collected for each trip. More than one activity could be associated with any given trip either because different individuals on the trip were involved in different activities or because all the individuals on the trip were engaged in more than one activity.

As shown in *Table A*, activities were classified into nine categories. Of these nine types of activities, shopping and participation in an outdoor or sporting activity dominate. About 30% of the person-trips* are associated with shopping, and 24% are linked with the outdoors/sporting category. Approximately 6% of the person-trips seem to involve attendance at a sporting event, or at an exhibition, fair or special event. Activities related to attendance at a cultural event (live theatre, dance, music concert), visiting attractions, or amusement parks are somewhat less widespread, as are those involving visits to historical sites (3.5%). Boat or rail tours or visits to museums or galleries account for only about 2%.

A sizable proportion of the trips (44.9%) were associated with other activities not discussed under the nine categories.

Table B indicates that shopping was the most popular activity amongst those who visited friends and relatives, attended conventions or had other business or personal business. For those on recreation/pleasure trips, participating in outdoor or sporting activities was paramount.

A. Activities at Main Destination

Total Ontario Person-Trips (millions) Associated With Each Activity **81.960**

Activities	105.476	128.7%
Participated In Outdoor Or Sporting Activity	19.844	24.2%
Attended		
Sporting Events	4.741	5.8%
Live Theatre, Dance Or Music Concert	4.039	4.9%
Went Shopping	24.731	30.2%
Visited		
Museums, Galleries	1.761	2.1%
Historical Sites	2.840	3.5%
Exhibitions, Fairs, Special Events	4.918	6.0%
Attractions, Zoos, Amusement Parks	3.927	4.8%
Went On Boat Or Rail Tours	1.870	2.3%
Other Activities	36.805	44.9%

Average Number of Activities per Person-Trip: 1.29

Note: Percentages add to more than 100 percent as person-trips can be associated with multiple activities.

B. Activities by Main Purpose Of Trip

Activities	Visiting Friends/ Relatives (%)	Attend Conventions/Other Business (%)	Personal Business (%)	Recreation/ Pleasure (%)

Based On Total Ontario Person-Trips (Millions) (Associated With Each Activity): 81.960

* *Person on household trip in which one or more persons on the trip were engaged in the activity.*

Socio-Economic Characteristics Of Travellers

When the profile of households travelling within Ontario in an average month is compared to all Ontario households, an upscale profile for the Ontario traveller is apparent. In total, 27.1% of chief wage earners in travelling households are in the professional/manager occupation group as compared to 23.5% of all Ontario chief wage earners. In terms of household income 36.0% of travelling households have a household income of $30,000 or greater as compared to 31.3% of all Ontario households. The educational attainments of household members in travelling households is also at a higher level than that of Ontario households in general. The ratio of adult only versus adult and child travelling households is similar to the provincial total.

In summary, Ontario travelling households can be characterized as follows:
- more affluent;
- more upscale in terms of occupation of head of household (i.e. Professional, Business Executive, Owner/Manager) and the educational attainments of household members;
- essentially similar to non-travelling households in terms of adult/child composition of the household;
- having a lower incidence of household members in the 65 and over age category. (*Table A*).

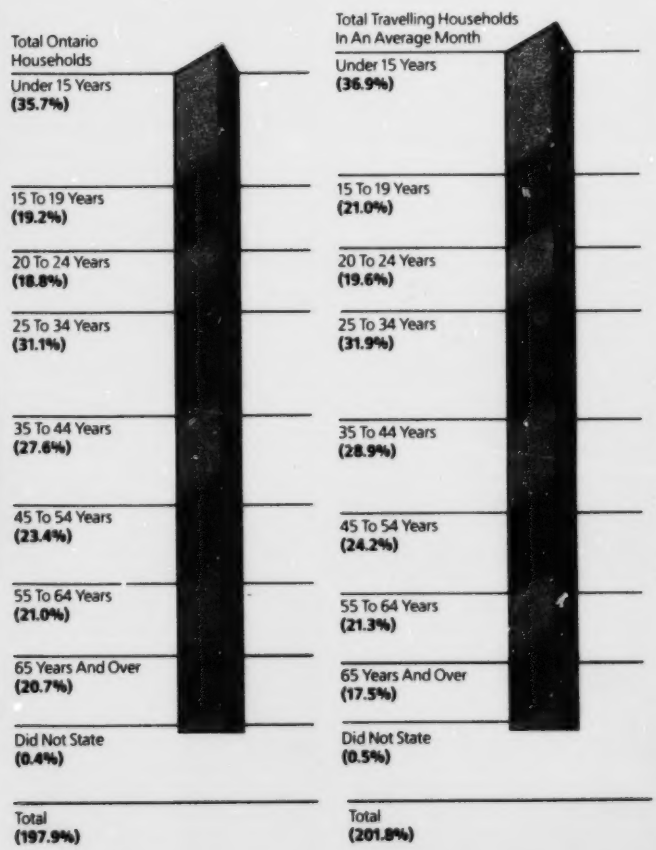
Age Of Household Members

The age composition of travelling households does not differ appreciably from the province as a whole. The exception is that travelling households have a lower incidence of older members 65 years and over, as compared to the province in total. *(Table B).*

A. Socio-Economic Characteristics of Travellers

	Total Ontario Households (%)	Total Travelling Households In An Average Month (%)
Household Income	100.0	100.0
Occupation Of Chief Wage Earner	100.0	100.0
Households With Members Whose Educational Level Is*	142.1	145.8
Household Composition	100.0	100.0

B. Age of Household Members


Total Ontario Households
Under 15 Years (35.7%)
15 To 19 Years (19.2%)
20 To 24 Years (18.8%)
25 To 34 Years (31.1%)
35 To 44 Years (27.6%)
45 To 54 Years (23.4%)
55 To 64 Years (21.0%)
65 Years And Over (20.7%)
Did Not State (0.4%)
Total (197.9%)
Total Travelling Households In An Average Month
Under 15 Years (36.9%)
15 To 19 Years (21.0%)
20 To 24 Years (19.6%)
25 To 34 Years (31.9%)
35 To 44 Years (28.9%)
45 To 54 Years (24.2%)
55 To 64 Years (21.3%)
65 Years And Over (17.5%)
Did Not State (0.5%)
Total (201.8%)

* *Household members 15 years and over.*

Overnight Trips

Trips that involve a person spending one or more nights away from home have special importance for the tourism industry. Since overnight trips have a greater probability of increased use of the facilities of the tourism industry such as accommodation, restaurants and local attractions, they generate proportionately more revenue to a tourist region.

Journeys that were longer than a same-day trip can be defined in several ways.

	Person-Trips (millions)	Household Trips (millions)
All Trips (Ontario Destinations)	81.960	44.124
Overnight Trips (Ontario Destinations)	28.537	15.632
Overnight Person-Visits* In Ontario (All Destinations)	30.764	N/A
Person-Nights Away In Ontario (All Destinations)	82.943	N/A

A total of 28.537 million overnight person-trips had an Ontario destination. An additional 5.991 million overnight person-trips were made to a destination outside the province.

Some of these overnight trips involved stopping for one or more nights in different Ontario tourist areas. This creates a figure of tourist area overnight person-visits in which some person-trips are counted more than once if there were overnight stops in more than one tourist area. There were 30.764 million tourist area overnight person-visits.

These overnight person-visits (to all destinations) involved 82.943 million person-nights spent in Ontario away from home.

The Tourist Areas fall into two main groups:

– Southwestern, Festival Country and Metro Toronto have a lower share of overnight visits than their share of total trips. Combined, they account for 48.2% of total Ontario person-trips, but only 34.3% of area overnight person-visits, and 28.2% of total person-nights away.

– Georgian Lakelands, Ontario East and Ontario North have the reverse trend. Combined, they account for 35.4% of Ontario person-trips, 46.9% of area overnight person-visits, and 54.9% of total person-nights away.

Central Ontario has a relatively flat profile and is separate from the two groups.

Overnight Trips

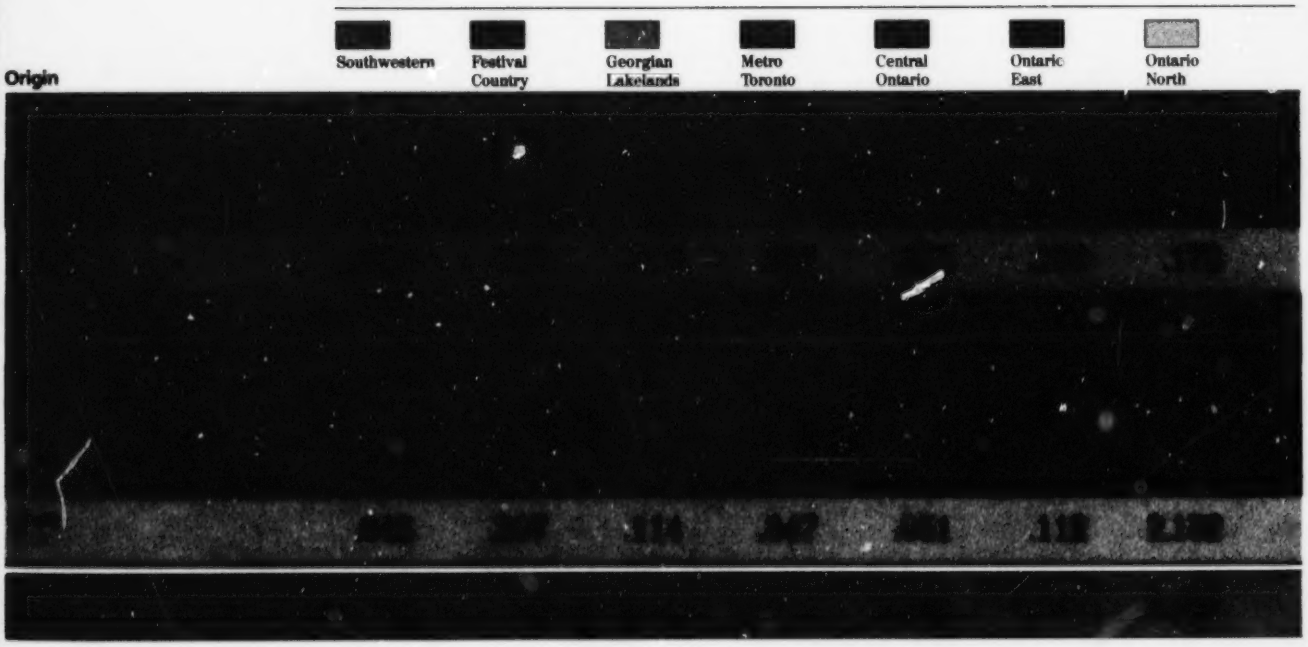
Destination	Total Person-Trips[1] (millions)		Total Overnight Person-Visits (millions)		Average Stay (Nights)[2]	Total Person-Nights Away (millions)	
	81.960	100%	30.764	100%	2.7	82.943	100%
Southwestern	10.504	12.8%	3.237	10.5%	2.3	7.404	8.9%
Festival Country	15.294	18.7%	3.795	12.3%	2.1	8.170	9.9%
Georgian Lakelands	11.004	13.4%	6.490	21.1%	2.8	18.085	21.8%
Metro Toronto	13.690	16.7%	3.551	11.5%	2.2	7.774	9.4%
Central Ontario	13.489	16.5%	5.737	18.6%	2.4	14.058	16.9%
Ontario East	9.960	12.2%	3.517	11.4%	3.0	10.616	12.8%
Ontario North	8.019	9.8%	4.437	14.4%	3.8	16.836	20.3%

** See Appendix IA for definition.*
1. On a main-destination basis.
2. Pertains to overnight person-visits only.

Origin And Destination Of Overnight Trips

The following table shows the origin of overnight person-visits made to each region. For the Southwestern, Festival, Ontario East and Ontario North regions, the largest source is the region itself. Georgian Lakelands and Central Ontario have small resident populations, but high visitor totals. Metro Toronto has a large population base, but the smallest region in area, therefore mitigating against ovenight visitation by residents of the same region.*

Overnight Person-Visits in Ontario – by Origin and Destination (millions)



** Qualification for a trip, as defined in this survey, precludes inclusion of an overnight trip by Metro residents within Metro Toronto boundaries (i.e. aggregate of six boroughs only).*

Gains And Losses

Of all person-nights away, 75.5 per cent are spent in another region. Metro Toronto residents are most likely to spend nights in another region (98.2 per cent of person-nights away) and Northern Ontario residents are the least likely (24.1 per cent). To a large extent, these tendencies to spend nights in another region are influenced by the geographical sizes of the regions (A and B).

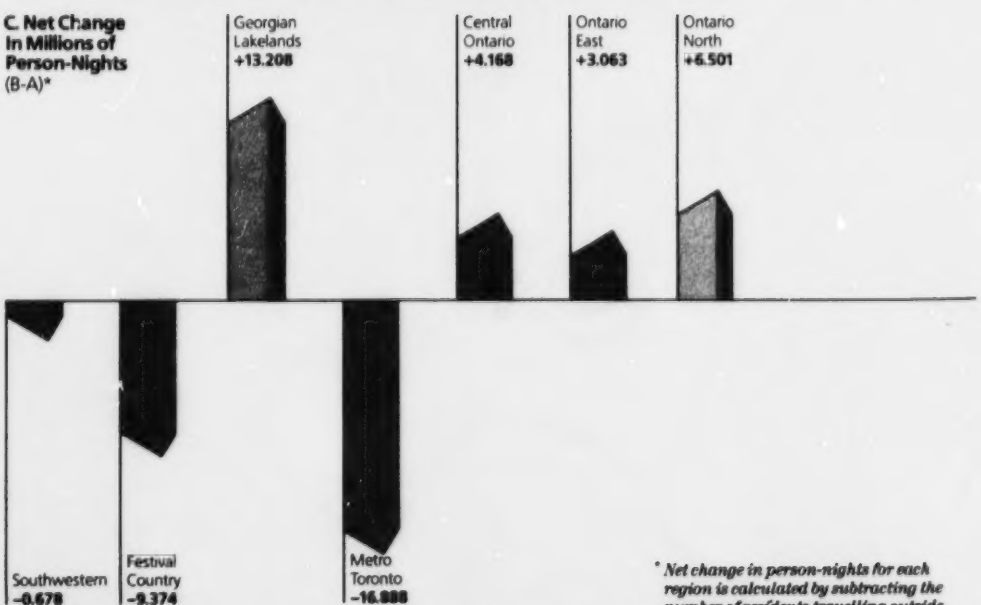
There are considerable differences between the number of person-nights particular regions receive from people outside the region and the number of person-nights residents of the regions spend outside their own region. Net recipient regions are Georgian Lakelands, Central Ontario, Ontario East and Ontario North. For example, Georgian Lakelands receives 13.208 million more person-nights from other regions' residents than its own residents spend outside Georgian Lakelands. At the other extreme, and as evidence of the arbitrary geographical delineation of regions discussed above, Metro Toronto residents spent 24.231 million person-nights outside of Metro Toronto and received 7.343 person-nights from residents of other regions, giving a negative net of 16.888 person-nights. Net benefit for each region is shown in *Table C.*

A. Number of Person-Nights by Origin

	South-western	Festival Country	Georgian Lakelands	Metro Toronto	Central Ontario	Ontario East	Ontario North	Total
Total Person-Nights (Millions)							10.335	
Person-Nights - Own Region (millions)							7.843	
Person-Nights - Other Region (millions) (A)*							2.492	
Person-Nights - Other Region (%)							24.1	

B. Number of Person-Nights by Destination

Total Person-Nights (Millions)								
Person-Nights - By Residents (millions)							7.843	
Person-Nights - By Visitors (millions) (B)*							5.999	
Person-Nights By Visitors (%)							58.4	



* *Net change in person-nights for each region is calculated by subtracting the number of residents travelling outside the region (A) from the number of incoming visitors (B).*

Source Of Nights Away

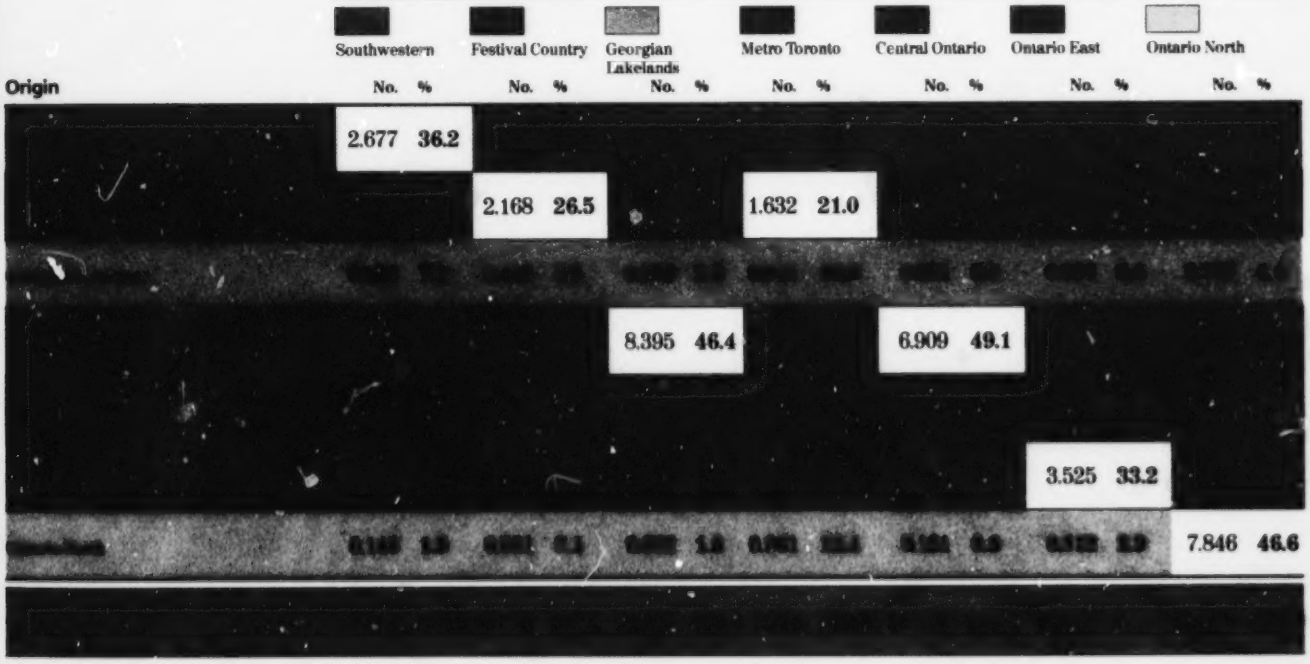
Table B shows the source of person-nights spent in each region. The pattern is influenced by the populations of the regions, the geographic proximity, and the nature of the regions. For many regions (Southwestern, Festival Country, Ontario East and Ontario North), the greatest single source is the region itself. Exceptions are Georgian Lakelands, which has a small population and has many visitors, and Central Ontario, which has a larger population but also receives a large number of visitors. Metro Toronto has a large population, but is the smallest region geographically.

Because of their large populations, Metro Toronto and Festival Country residents are the main outside contributors to all regions. If a region's own residents are excluded, the contribution of these two regions are (see *Table A*).

A. Percentage Of Person-Nights in Region – By Non-Residents

Destination		Origin: Metro Toronto	Origin: Festival Country	Origin: Both	Person-Nights All Origins (Millions)
Southwestern	%	31.8	37.6	69.4	4.727
Festival Country	%	31.8	–	31.8	6.002
Georgian Lakelands	%	48.0	29.7	77.7	17.486
Metro Toronto	%	–	22.2	22.2	7.343
Central Ontario	%	63.0	20.0	83.0	10.964
Ontario East	%	32.7	25.1	57.8	7.091
Ontario North	%	35.6	31.1	66.7	8.990

B. Number Of Person-Nights (millions)



Main Purpose

Trip Purpose And Accommodation

It was shown earlier that 34.8 per cent of all Ontario destination person-trips were for recreation/pleasure reasons (Page 13), whereas for person-nights away, the figure is even higher at 49.0 per cent. The southern regions exhibit percentages well below the provincial average for recreation/pleasure, and above average for visiting friends/relatives.

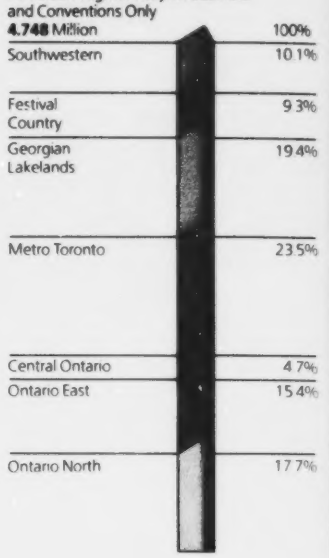
In addition, only 5.8 per cent of person-nights away are due to business or conventions. Person-nights spent for business or convention reasons are more important for Metro Toronto, accounting for 14.4 per cent of all person-nights spent in the region *Table A*. The percentage of all nights spent for business or convention reasons in the province, by destination, is shown in *Table B*.

Table B indicates that, although Metro Toronto has the largest share of the business/convention market, it is by no means dominant. Three other regions have almost as large a share (i.e. Georgian Lakelands, Ontario North and Ontario East).

B. Business/Convention Travel

All Person-Nights Away on Business and Conventions Only

4.748 Million — 100%



A. Destination Visited by Main Purpose of Trip

Destination	Total percentage	Main Purpose: Visiting Friends Relatives	Recreation or Pleasure	Personal Business	Shopping	Business	Convention	Total Person-Nights (millions)
[illegible]	[illegible]	51.1	37.8	4.9	0.4	3.9	1.9	[illegible]
[illegible]	100%	38.8	44.0	2.9	0.2	4.4	0.7	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ontario [illegible]	100%	36.5	54.8	3.5	0.2	4.4	0.6	16.896
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Accommodation

As previously mentioned (Page 12), staying with friends and relatives accounted for the largest share (46.2 per cent) of person-nights generated within the province, followed by private cottage use at 25.7 per cent (see table below). Those regions with a large population base (i.e. Southwestern, Festival Country, Metro Toronto and Ontario East) each realized much larger shares of person-nights generated by staying with friends and relatives than the provincial average, whereas the northern regions, where the majority of the province's private cottages are located, gained larger shares of person-nights through private cottage use.

Non-commercial accommodation (i.e. friends/relatives and private cottage) use accounted for the largest share of the total person-nights accruing to each region, with the highest share being exhibited by the Metro Toronto region (76.1 per cent).

Type of Accommodation Used

Destination	Total percentage	Non-Commercial Accommodation: Friends and Relatives	Non-Commercial Accommodation: Private Cottage	Commercial Accommodation: Camping/ Trailer Park	Commercial Accommodation: Hotel/ Motor Hotel	Commercial Accommodation: Motel	Commercial Accommodation: Commercial Cottage/ Cabin	Commercial Accommodation: Resort Lodge	Commercial Accommodation: Outfitter/ Outpost	Total Non-Commercial	Total Person-Nights (millions)
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	–	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	*	71.6	[illegible]
[illegible]	[illegible]	39.6	28.0	16.6	4.2	2.6	4.0	2.9	2.2	67.6	[illegible]

* *Less than .05 per cent.*

Expenditure By Type and Destination

In total, the amount of money spent on the trips during 1982 is estimated to be: **$4,056** million spent in Ontario; **$578** million spent in other provinces; **$708** million spent in the U.S.A.; **$472** million spent in other countries. (B)

This gives a total expenditure by Ontarians of **$5,814** million. The rules as to how certain types of expenditure were allocated to different countries or provinces are given in the Technical Appendix.

Of the **$4,056** million spent in Ontario, **$3,196** million (78.8 per cent) was on trips destined to Ontario only, and the remainder was on trips with a destination outside the province. *Table A* shows the breakdown of expenditure in Ontario for the two types of trip.

A. Expenditure in Ontario

Type*	Total $ (millions)	%	Ontario Destinations $ (millions)	%	Non-Ontario Destinations $ (millions)	%
Automobile	798.6	19.7	713.9	22.3	84.7	9.9
Local Transportation	14.0	0.3	14.0	0.4	–	–
Air/Bus/Train/Ship (Canadian Carrier)	818.6	20.2	125.9	3.9	692.7	80.6
Accommodation	289.3	7.1	279.5	8.7	9.8	1.1
Food/Beverage	934.5	23.0	900.4	28.2	34.1	4.0
Recreation/Pleasure	285.1	7.0	278.5	8.7	6.6	0.8
Retail/Other Miscellaneous	915.7	22.6	884.2	27.7	31.5	3.7
Total	4,055.8	100.0	3,196.4	100.0	859.4	100.0

Transportation costs alone account for about 40 per cent of total Ontario expenditure derived from all trips. However, a very large component of this expenditure is fares paid to Canadian carriers for trips outside Ontario. For Ontario destination trips, the transportation proportion is reduced to 26.6 per cent, of which the automobile is the major item. For these trips, expenditure on Food and Beverage is the largest category (28.2 per cent), followed by Retail/Other Miscellaneous at 27.7 per cent, whereas Accommodation accounts for only 8.7 per cent due to the high incidence of same-day travel and visiting friends and relatives.

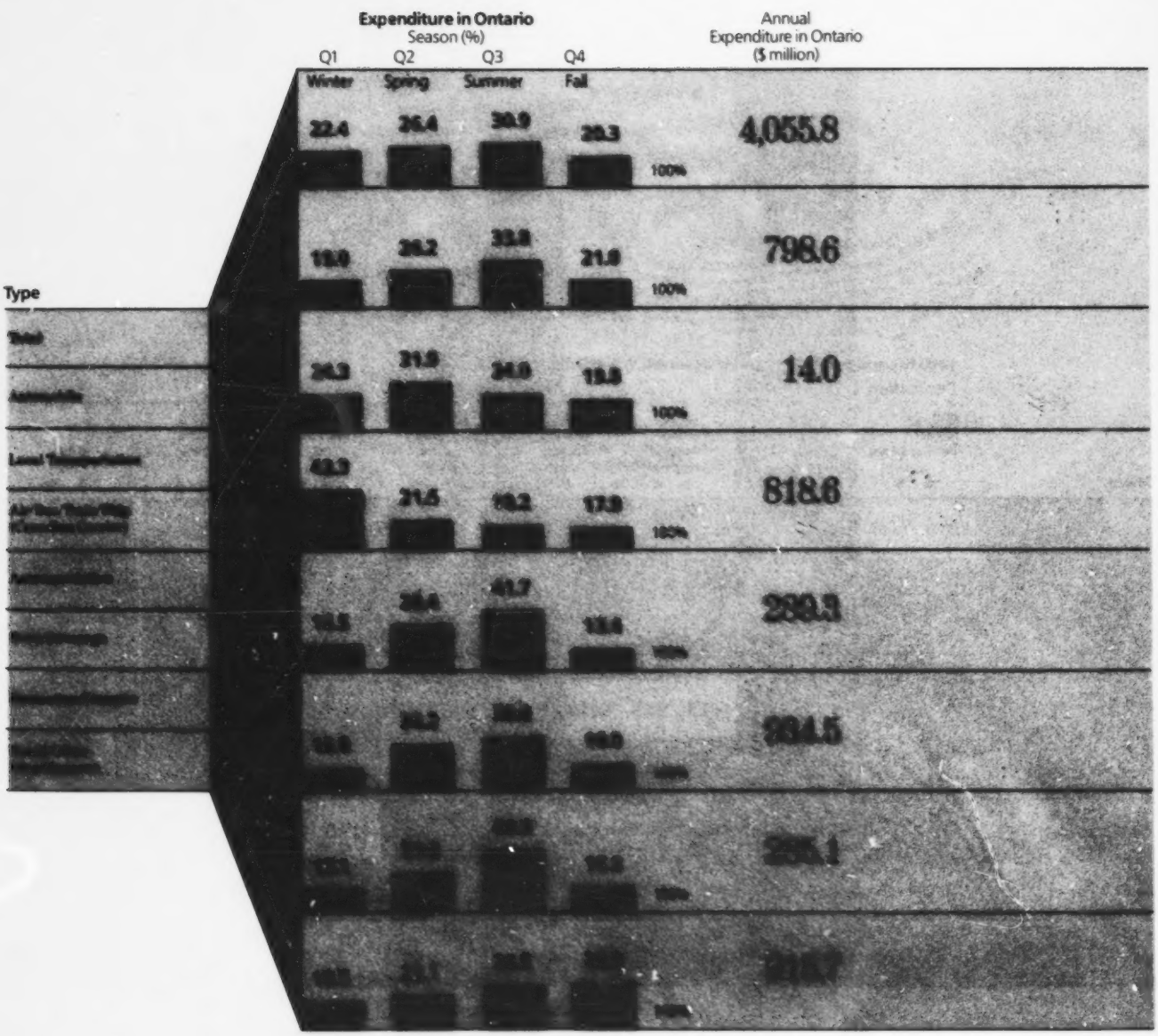
B. Total Expenditure

$4,056 million spent in Ontario
$578 million spent in other provinces
$708 million spent in the U.S.A.
$472 million spent in other countries

* *See Appendix IB for definition.*

Expenditure By Season

About one-third of the total expenditure is in the Summer months – the quarter which has the largest number of trips. During this period, more trips are taken for recreation or pleasure reasons, and the expenditure patterns reflect the popularity of this activity. Better than one-quarter of the total expenditure is spent on trips in the Spring quarter. In total, expenditure in the Winter quarter is quite similar to the Fall quarter, however, the allocation of the expenditure is different. Better than 40 per cent of the Canadian Carrier expenditure is spent on trips taken in the Winter quarter, a reflection of the popularity of Winter "sun" vacations. Total expenditure varies by season of the year as follows:



Regional Expenditures

To provide estimates of expenditures for each region, it is necessary to have allocation rules for the various types of expenditure; whether the trip was a same-day or overnight trip, and whether the trip was an Ontario trip or to a destination outside the province. These rules are set out in detail in the Technical Appendix. While quite complex in their application, they are necessarily approximations. For example, with automobile expenditure, the cost was allocated to the region of origin if a same-day trip, and proportioned according to nights spent in different regions if an overnight trip. With food and beverage, the expenditure was assigned on the basis of where nights were spent, except for same-day trips, which were allocated to the region of main destination.

The Metro Toronto region was the recipient of the largest amount of tourism revenue at $881.5 million, followed by Ontario East with $651.0 million. The lowest amount was associated with Georgian Lakelands at $431.4 million.

Inter-Regional Expenditures

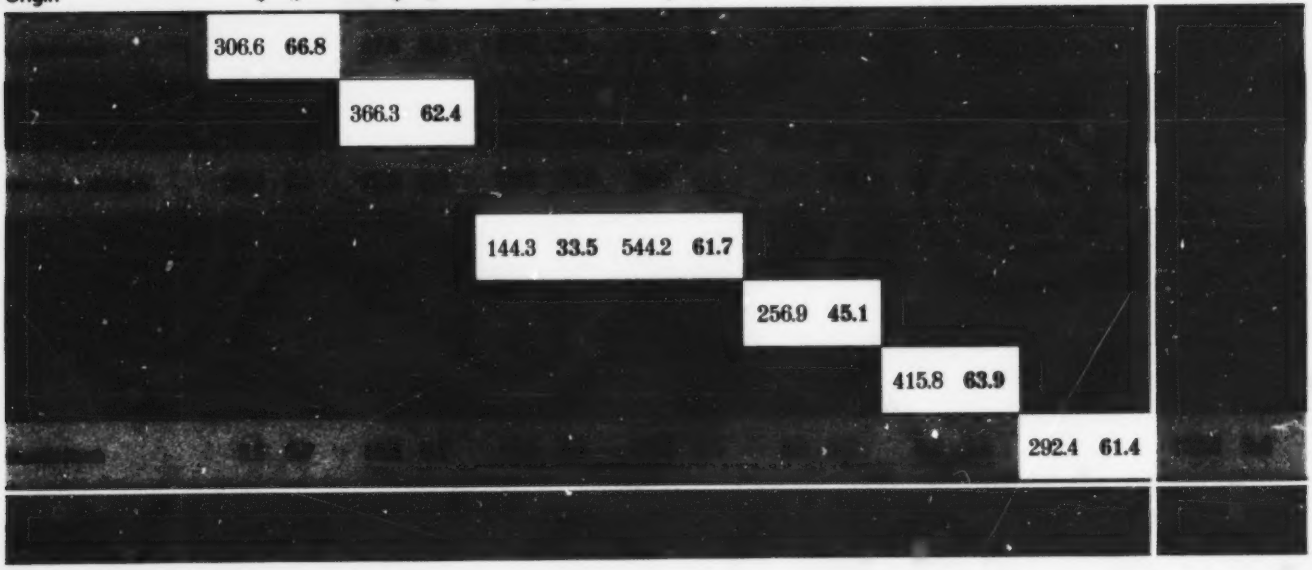
Based on the allocation rules, the majority of expenditure in a region is derived from the residents of the region (see table below). The exception is Georgian Lakelands, a region that has a relatively small population but is an important tourist region.

Because of their larger populations, Festival Country and Metro Toronto generate a larger number of trips and thus are the two major sources of revenue for all regions. If the expenditure by a region's own residents is excluded, the contribution of these two regions is as follows:

Percentage of Expenditure in Region by Non-Residents

	Metro Toronto (%)	Festival Country (%)	Both (%)
Southwestern	35.0	27.1	62.1
Festival Country	40.8	—	40.8
Georgian Lakelands	43.5	32.7	76.2
Metro Toronto	—	23.8	23.8
Central Ontario	72.5	16.1	88.6
Ontario East	34.7	36.6	71.3
Ontario North	37.0	25.3	62.3

Total Expenditure in Ontario by Destination and Origin ($ millions)

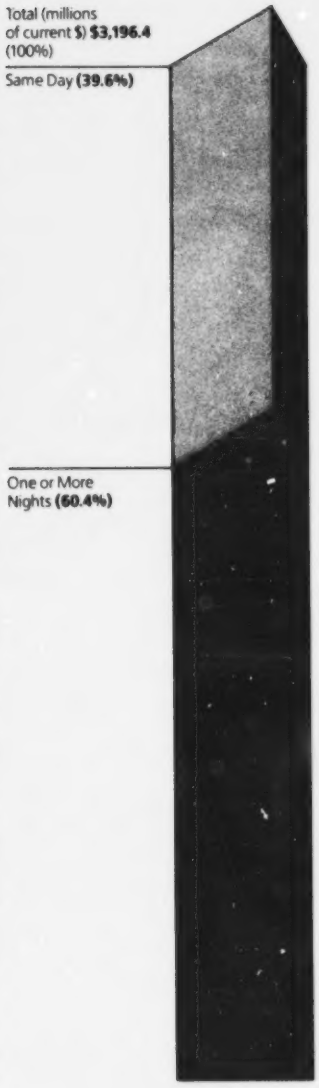


Expenditure By Length Of Stay – Ontario Destination Trips

The following table indicates that although 65.2 per cent of Ontario destination person-trips were same-day in length, only 39.6 per cent of the total expenditure on Ontario destination trips was accounted for by this short-term segment.

Ontario Destination Person-Trips by Length of Stay

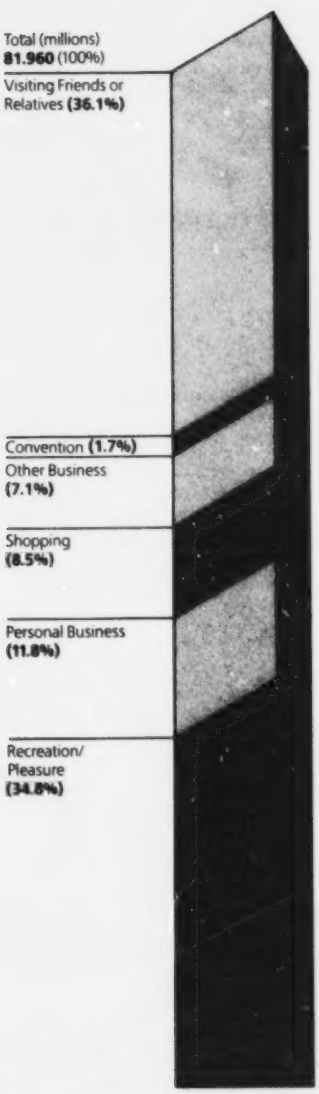
Ontario Destination Expenditure by Length of Stay



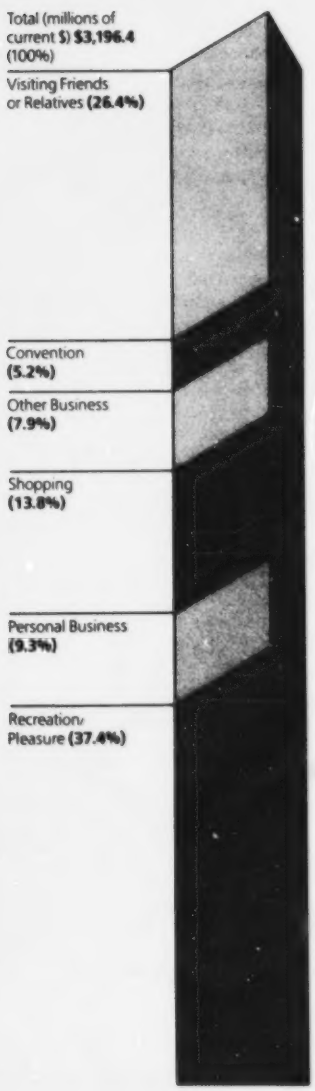
Expenditure By Main Purpose – Ontario Destination Trips

Visiting friends or relatives and personal business accounted for disproportionately lower shares of expenditure on Ontario destination trips when compared to their shares of person-trips. This is to be expected, due to the omission of accommodation costs in regards to the former, and shorter lengths of stay for the latter. Convention/other business generated 8.8 per cent of Ontario destination person-trips, but 13.1 per cent of expenditure. Recreation/ pleasure accounted for only a slightly larger share of expenditure as compared to person-trips.

Ontario Destination Person-Trips by Main Purpose



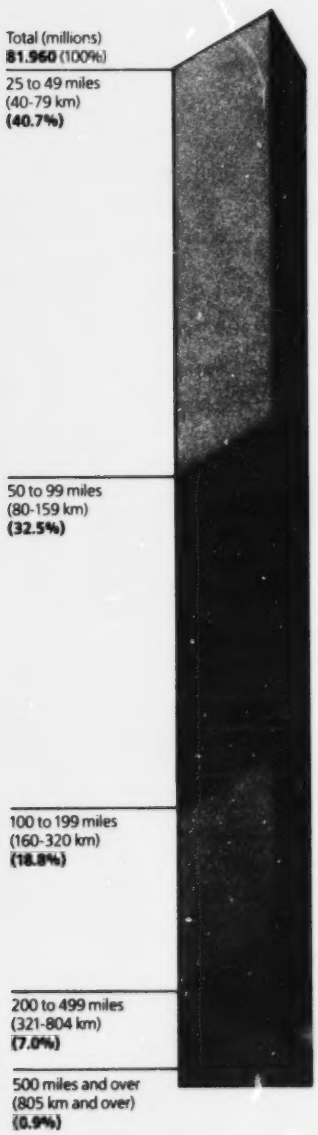
Ontario Destination Expenditure by Main Purpose



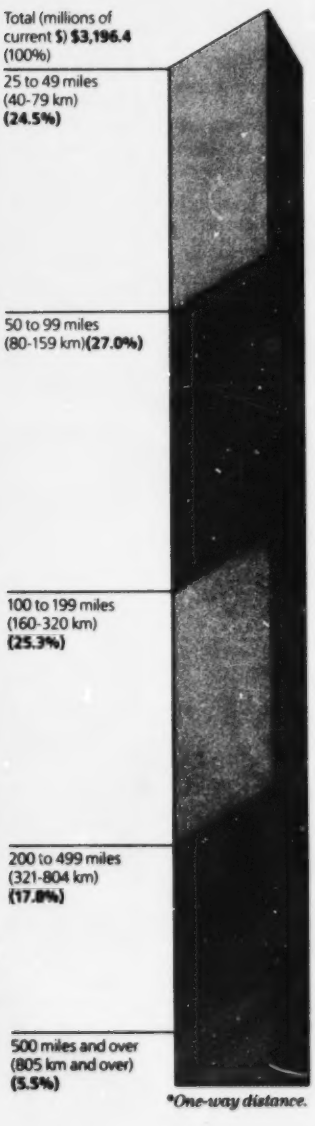
Expenditure By Distance Travelled – Ontario Destination Trips

Although the 25-49 mile (40-79 km) segment accounted for 40.7 per cent of Ontario destination person-trips, it generated only 24.5 per cent of the expenditure. Only trips averaging 100 miles or more (160+ km) generate disproportionately larger shares of expenditure when compared to person-trip shares. This is to be expected, due to the fact that the shorter trips are mainly same-day in nature, whereas the longer ones involve more overnight stays.

Ontario Destination Person-Trips by Distance* Travelled



Ontario Destination Expenditure by Distance* Travelled



*One-way distance.

Average Trip Expenditures
The following averages are, of course, influenced by distance travelled, duration of trip, and particularly for the Air/Bus/Train/Ship category, by trips outside the province.

The average expenditure per person in Ontario on trips to all destinations was $44.96. However, when only trips with an Ontario destination are considered, the average was $39.00.

By Type. *Table B* below outlines the itemized average expenditures.

By Length Of Stay, Main Purpose And Distance Travelled. *Table A* pertains to all person-trips (81.960 million) with an Ontario destination

A. Average Expenditure in Ontario per Person-Trip – Ontario Destination $

Length of Stay	
Same-Day	23.68
One or More Nights	67.68
Main Purpose	
Visiting Friends or Relatives	28.54
Convention	117.22
Other Business	43.37
Shopping	63.18
Personal Business	30.96
Recreation/Pleasure	41.83
Distance	
25 to 49 Miles (40-79 km)	23.50
50 to 99 Miles (80-159 km)	32.38
100 to 199 Miles (160-320 km)	52.37
200 to 499 Miles (321-804 km)	98.53
500 Miles and Over (805 km and Over)	221.14

only. The total expenditure on these trips is $3,196.4 million.

Overnight trips generated average expenditures which were about three times higher than those associated with same-day trips.

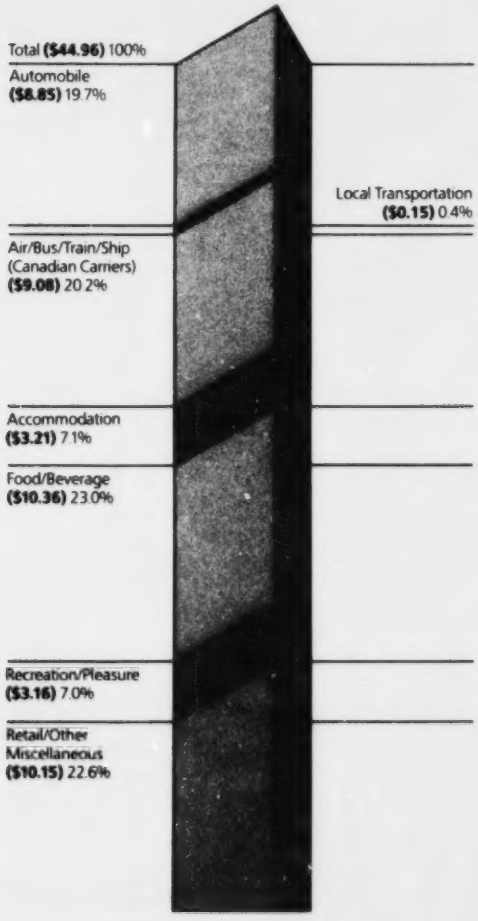
Those attending conventions had an average ($117.22) which was about double the next highest average.

In general, average trip expenditure increases with increasing trip distances.

B. Average Expenditure in Ontario per Person-Trip

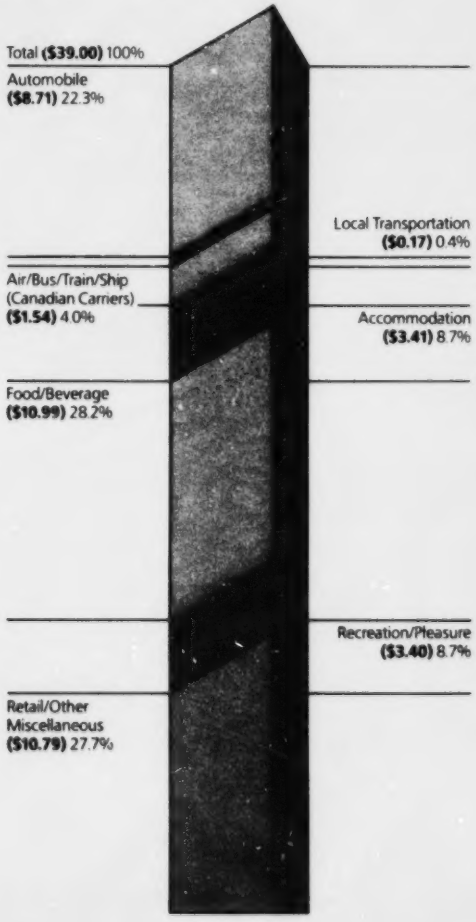
All Destinations

Based on
Person-Trips (millions) **90.200**
Expenditure (millions of current $) **$4,055.8**



Ontario Destinations

Based on
Person-Trips (millions) **81.960**
Expenditure (millions of current $) **$3,196.4**



Definitions

A. MEASUREMENT OF HOUSEHOLD TRAVEL

Household-Trip
A trip involving one person or a group of persons from the same household, leaving and returning together. For example, if four persons from one household leave and return together, it counts as one household-trip. If they all belong to different households, it counts as four household-trips.

Person-Trip
A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person-trips.

Person-Night
A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person-nights.

Person-Visit
A person-trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop overnight in another area, there is a count of four person-visits.

B. EXPENDITURE TYPES

Automobile
Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recreational vehicles such as boats, snowmobiles, etc. Included are rental costs for autos or other motor vehicles.

Local Transportation
Expenditure within the local area or any of the places stopped at during the trip, and pertains to taxis, public transit, etc.

Air/Bus/Train/Ship
Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

Accommodation
Expenditure made in regards to commercial accommodation rooms/units, either during trip or prior (when part of prepaid package).

Food/Beverage
Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bills.

Recreation/Pleasure
Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

Retail/Other Miscellaneous
Retail trade purchases during trip on such items as souvenirs, gifts, medical costs, clothing, personal services (i.e. laundry, barber, etc.), art, appliances, furnishings, etc.

Technical Report

A. THE SAMPLE

Universe Covered

The universe sampled was all households in Ontario, excluding military bases, Indian reserves, institutions and the most remote northern areas.

Sampling The Universe

The sample was drawn in four main quarterly sample replicates, each representing the Ontario population of households. Each quarterly sample was then randomly allocated into three monthly samples.

The primary sampling unit (PSU) was the Enumeration Area (EA). The selection of PSU's was carried out separately for urban areas of 10,000 population or more and for rural/small urban areas.

Urban Areas – 10M Population Or Greater. Each of the urban areas in Ontario with population of 10M or greater was represented at least once. In total, 50 localities were included. For each locality, EA's were randomly selected proportionate to population from a list of stratified EA populations. The stratification variables were income within geographic area. The selected EA's were then stratified by city size within six geographic regions of the province and allotted in sequence to each of the four quarterly samples. Each of the quarterly samples was then allocated in the same manner to each of the three months of the quarter.

Small Urban And Rural Areas. For rural and small urban areas, 86 areas were selected proportionate to population from a cumulative list of such locations. Within each of the selection locations, an average of 2.8 PSU's were selected based on the geographically stratified EA's within the location. Each of the PSU's was then allocated to a separate quarter of the year.

Within each selected PSU (EA) a block (or route in the case of rural areas) was selected at random. The households were selected at specific intervals on the block. No substitution of these households was permitted. A 9-household cluster size in urban areas and an 8-household cluster size in rural areas was specified.

B. THE TRIP

The main purpose of the study was to determine the number of qualifying trips by households and individuals, and to describe those trips in terms of origin, destination, purpose, activities, mode of transportation, expenditure and accommodation. A qualifying trip was defined as a journey to a location of at least 25 miles one way from home and return, for a purpose other than:

- commuting to school or work;
- as an operator or crew member of commercial carriers (including trucks);
- for sales calls or deliveries.

Within a household all qualifying trips were covered except those by children under 15 when not accompanied by an adult (15+) member of that household.

C. DATA COLLECTION

Prior to production of the final field materials, the household questionnaire, the Trip Diary and the interviewer instructions were subjected to field pre-tests. The final pre-test entailed the installation of 25 diaries and the completion of 24. Field procedures and the questionnaire formats were examined in detail subsequent to completion of the pre-test. Changes indicated by the pre-test were incorporated into the final documents used in the study.

Fieldwork

The data were collected by two methods:

- A personal interview.
- A diary left with the household for a two month period.

Up to four visits were made to obtain contact and co-operation from the households. At the initial interview information was obtained on basic household and individual characteristics, and recent travel. Instruction was also given on the completion of the diary and eventual collection.

During the two month diary period three interim telephone calls were made to the person responsible for the diary. The first took place as close as possible to the second day of the first recording month, the second at the beginning of the second month, and the third just a day or two prior to scheduled pick-up. The purpose was to motivate continuance in the project and to clarify any aspects of reporting that might have arisen. At the end of the period the diary was personally collected. The completeness of the record was reviewed at this time.

Specific Field Controls. When Trip Diaries were first placed in a household, interviewers described the feature that would facilitate completion by the respondent.

Four Example Trips. Narrative descriptions of four "example" trips were presented at the front of the Trip Diary, along with corresponding "completed" diary pages. Respondents were taken through a minimum of one of these examples by the interviewer at the time the diary was placed.

Trip Recording Directions Fold-Out. The Trip Diary was constructed with a fold-out sheet at the back, and respondents were instructed to open the Trip Recording Directions fold-out while completing a Trip Diary page. In the extended position, the respondent would be faced with a Trip Diary page on the left, and recording instructions (along with reference codes for further discussion of an item in the guide) on the right. This procedure was designed to ensure maximum accessibility to reference information as the trip information was being recorded, and was demonstrated to the respondent by the interviewer at the time of placement.

The Guide. A detailed Guide for completing the Trip Diary, cross-referenced by item number to the Trip Recording Directions fold-out, was included in the Trip Diary binder. These detailed instructions included information on definitions, and provided examples of types of items that should be included in specific categories. Interviewers reviewed the Guide with respondents during the placement interview.

Travel Expense Log. Portable Travel Expense Logs were provided in a binder pocket of the Trip Diary. These booklets were designed as memory aids in which respondents could log expenses as they occurred. Interviewers advised respondents to take the Log along on household trips, especially when such trips were to involve overnight stays. Respondents were also instructed to transfer information entered in the Log to the Trip Diary.

Other procedures in place in the course of the fieldwork to maximize the accuracy of the data included:

- A Diary Review Checklist of items in the Trip Diary to be examined by the interviewer at final retrieval. This checklist included an edit of the Trip Diary for internal consistency, missing information, and legibility; and
- A mail-back envelope for return of the Trip Diary if the respondent was not available for either of two pre-established retrieval interviews.

The person responsible for ensuring the diary was completed was typically the female of the household. This procedure was intended to maximize response, since in the supplier's experience, greater co-operation is received from female heads of household, both in the acceptance and regular reporting of household diary studies. An incentive was offered. For each of the 12 sample months, diary completers were included in a draw for a cash prize of $300. Of all households eligible to receive a diary 72 per cent were interviewed and 51 per cent both accepted and completed the diary.

Analysis of Response

The figures below show the yield from the first stage household interview and the second stage diary completion for the four quarterly samples and in total.

	Sample									
	Months 1–3		Months 4–6		Months 7–9		Months 10–12		**Total 12 Months**	
Total Households Assigned	2252		2145		2145		2117		**8659**	
Not A Primary Residence	19		10		16		7		**52**	
Household Plans to Move Within Next Two Months	23		33		31		23		**110**	
Total Potential Diary Placements	2210		2102		2098		2087		**8497**	
	No.	**%**	No.	**%**	No.	**%**	No.	**%**	No.	**%**
No One At Home	260	**12**	209	**10**	294	**14**	226	**11**	989	**12**
Language Problem	66	**3**	54	**3**	63	**3**	66	**3**	249	**3**
Refused Screening	210	**10**	196	**9**	128	**6**	199	**10**	733	**9**
Respondent Not Available	45	**2**	38	**2**	35	**2**	38	**2**	156	**2**
Respondent Refuses	88	**4**	63	**3**	55	**3**	58	**3**	264	**3**
Completed Household Interviews	1541	**70**	1542	**73**	1523	**73**	1500	**72**	6106	**72**
Agreed To Accept Diary	1262	**57**	1212	**58**	1135	**54**	1136	**54**	4745	**56**
Accepted Diary Not Completed	91	**4**	140	**7**	107	**5**	95	**3**	433	**5**
Accepted Diary Completed	1171	**53**	1072	**51**	1028	**49**	1041	**50**	4312	**51**

D. EXPENDITURE DATA

The primary purpose of the expenditure data collected was to estimate the revenue that accrues to Ontario, and to different regions of Ontario, during qualifying trips. The trips recorded were of many different types:

- Trips within Ontario;
- Trips with destinations outside of Ontario;
- Overnight trips or same-day trips;
- Trips with stops in more than one region.

The allocation of expenditure for the different types of trip is described below.

For each household trip, total expenditure within Ontario and outside Ontario was collected in the following categories:

- Automobile;
- Local transportation;
- Air/Train/Bus/Ship – *Canadian carrier;*
- Air/Train/Bus/Ship – *Foreign carrier;*
- Accommodation;
- Food/Beverage;
- Recreation/Pleasure;
- Retail Sales and Miscellaneous.

For trips paid by prepaid packages or tour, the total amount of the package was obtained as well as the specified items included in the package.

In order to correctly allocate expenditure as accruing to Ontario, a number of specific edit rules were applied. These are described briefly in the following pages under two headings:

- *Prepaid Package Expenditure;*
- *Non-Prepaid Expenditure:*
  Ontario Destination Travel;
  Non-Ontario Destination Travel.

Prepaid Package Expenditure

a) In order to allocate expenditures made on packages to individual items, it was necessary to determine the ratio of these items to each other. Therefore, for all trips *without prepaid expense*, average expenditure per trip was calculated for specific categories of expenditure within classifications of trips. The matrix was of the following type:

	Same Day Travel Destination				***One or More Nights Travel Destination***			
Expenditure Category:	Ont.	USA	Other Prov.	Other Country	Ont.	USA	Other Prov.	Other Country
Automobile	●	●	●	●	●	●	●	●
Air/Train/Bus/Ship (Canadian Carrier)	●							
Air/Train/Bus/Ship (Foreign Carrier)	●							
Accommodation	●							
Food/Beverage	●							
Recreation/Pleasure	●							

b) For all trips *with prepaid package* the total number of trips in each of the above cells was determined.
c) Using the average expenditure per trip determined in (a) above a total expenditure value for each category and in total was calculated for all trips *with prepaid package*.
d) The derived category expenditure distribution obtained in (c) above was then applied to the total dollar value given for the various duration/destination categories of trips *with prepaid package*.
e) Itemized prepaid expenditure derived in (d) above was allocated as follows:

Ontario Destination Travel

- air/train/bus/ship – *Canadian Carrier* expenditure was assigned to region of *origin*.
- all other expenditure items were assigned to regions of *main destination* (or furthest point).

Non-Ontario Destination Travel

- air/train/bus/ship – Canadian Carrier expenditure was assigned to Ontario region of *origin*.
- all other expenditure items were assigned to either USA, other province or other country, by items.

Non-Prepaid Expenditure/Ontario Destination Travel

Automobile

- automobile expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario destination regions. For same day travel (0 person-nights), the expenditure was assigned to the region of *origin*.

Local Transportation

- expenditure was assigned to region of *main destination* (or furthest point).

Air/Train/Bus/Ship

- Canadian Carrier expenditure was assinged to region of *origin*.

Accommodation

- accommodation expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions.

Food/Beverages

- food and beverage expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. For same-day travel (0 person-nights), the expenditure accrues to the region of *main destination* (or furthest point).

Recreation/Pleasure

- expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. Same day travel expenditure accrues to the region of *main destination* (or furthest point).

Retail/Other Miscellaneous

- expenditure was assigned to region of *main destination* (or furthest point).

Non-Prepaid Expenditure/Non-Ontario Destination Travel

Automobile

- expenditure *outside Ontario* was assigned to *main destination* (USA, Other Province, Other Country).
- if expenditure was also *in* Ontario, it was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, the expenditure accrued to the Ontario region of *origin*.

Local Transportation

- expenditure assigned to region of *main destination* (USA, Other Province, Other Country).

Air/Train/Bus/Ship

- *if Canadian Carrier* indicated, expenditure was assigned to Ontario region of *origin*.
- *if Foreign Carrier* indicated, any expenditure made in Ontario or outside Ontario was assigned to USA or Other Country *main destination*.

Accommodation

- expenditure *outside of Ontario* was assigned to *main destination* (USA, Other Province, Other Country).
- if expenditure also *in* Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions.

Food/Beverage

- expenditure *outside Ontario* was assigned to *main destination* (USA, Other Province, Other Country).
- if expenditure was also *in* Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, it was assigned to a separate *destination* category *"Ontario Unspecified."*

Recreation/Pleasure

- expenditure *outside* Ontario was assigned to *main destination* (USA, Other Province, Other Country).
- if expenditure was also *in* Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, it was assigned to a separate *destination* category "Ontario Unspecified."

Retail/Other Miscellaneous

- expenditure *outside* Ontario was assigned to *main destination* (USA, Other Province, Other Country).
- if expenditure also *in* Ontario, it was assigned to a separate *destination* category *"Ontario Unspecified."*

Total amount accruing to *"Ontario Unspecified"* category was allocated to Travel Association Areas *1, 2, 6, 7, 9, 10, 11, 12,* according to these rules:

- determined total *same day* expenditure *(excluding prepaid package expenditure)* for each of Food/Beverage, Recreation/Pleasure, and Retail/Miscellaneous items, and on *Ontario destination trips only,* for each of the above given travel areas.
- determined percentage split of each expenditure item separately, amongst the given travel areas.
- allocated expenditures indicated for Food/Beverage, Recreational/Pleasure and Retail/Other Miscellaneous, according to percentage split amongst given travel areas.

E. WEIGHTING AND ESTIMATING PROCEDURES

The General Model

The objective is to provide trip and expenditure estimates for a defined period such as 1982 or a quarter in 1982. The simplest conceptual method is to calculate the average number of trips per household per month, multiply by the number of households in Ontario, and multiply by the months in the time period being estimated, i.e:

Average H/H Trips/Month	x	Ont. H/H Population	x	12	=	Estimate of 1982 trips.

As

Average Trips/ Month	=	Total Trips/Mo. Sample of H/H's	and	Ontario Pop. Sampled H/H	=	Population Projection Factor,

the estimation procedure becomes:

Total Trips/H/H x Population Projection x 12 = 1982 Trips.

Special Factors

There are some special factors specific to the Ontario Travel Study that have to be taken into account when applying the estimating model.

- Data were collected during 1982 with 12 monthly samples. The January to November samples reported for a two-month period and the December sample for December only. This means that there are data for each of the calendar months from two-monthly samples, except for January. To balance the data by month, the January data from the January sample were duplicated to create a "phantom" set of data for January, as if there had been a December 1981 sample reporting for the second month (January, 1982).
- After the creation of the phantom January sample, we had 24 separate months of data and 13 separate samples of households (12 monthly samples + phantom). To obtain a correct estimate of average trips per household per month requires equal numbers of monthly trip data and samples. Thus, as the data stand they would over-estimate trips by a factor of 24 ÷ 13.

To correct for this, the estimation model becomes for a year:

Trips x H/H Projection Factor x 12 x $^{13}/_{24}$
= Trips x H/H Projection Factor x 6.5.

For estimates of other time periods, such as a quarter, the time period correction factor will change. This is illustrated below for a quarter.

For a typical quarter, the samples and data months will be as follows:

	Monthly Samples			
	M_0	M_1	M_2	M_3
First Data Month		●	●	●
Second Data Month	●	●	●	

For a quarter of months M_1, M_2 and M_3 we have 4 monthly samples and 6 sets of monthly data. This means that trips will be over-estimated by a factor of 6 ÷ 4. Therefore, the estimation model becomes:

Trips x H/H Projection Factor x 3 (months) x $^{4}/_{6}$
= Trips x H/H Projection Factor x 2.

The data for the estimating model are obtained after a number of weighting procedures designed to equalize the samples by month and reflect the known demographics of Ontario are applied. Each stage is described below.

Best Estimates of Aggregate Trips

Equalizing Monthly Sample Sizes. The estimating model requires that each of the monthly samples is of equal size. Therefore, the first stage of sample adjustment was to equalize all monthly samples. This was done by standardizing across the year to a figure of 350 households per month.

For each interviewing month, a correction factor was calculated to bring the actual monthly sample size to a weighted sample size of 350. The actual sample sizes and adjustment factors are as follows:

Month	Sample	Weight	Month	Sample	Weight
Jan.	**444**	0.7883	July	**355**	0.9859
Feb.	**382**	0.9162	Aug.	**322**	1.0870
Mar.	**345**	1.0145	Sept.	**351**	0.9972
Apr.	**381**	0.9186	Oct.	**350**	1.0000
May	**341**	1.0264	Nov.	**347**	1.0086
June	**350**	1.0000	Dec.	**344**	1.0174

Correlating For Regional Imbalance. The initial sample was drawn proportionate to population with geographic regions of the province as a stratification in the EA file. The proportion of the sample in each region was influenced by two factors:

- Differential response rates.
- The sample was drawn on the basis of 1976 Census data but for estimating purposes, the 1981 Census data had become available.

The weights for regional correction are:

Region	Weight
Southwestern	**0.78**
Festival Country	**1.05**
Georgian Lakelands	**0.79**
Metro Toronto	**1.42**
Central Ontario	**0.97**
Eastern Ontario	**0.77**
Northern Ontario	**0.88**

Adjustment for Household Composition. A special analysis was obtained from the 1981 Census showing, in total, and for each region, the household composition in terms of number of adults (15+) and number of children (under 15). The variation between regions was found to be small and, therefore, the sample data were adjusted by ratio weighting to a matrix of 9 cells as shown below, based on the total province. Weights are as follows:

	Number of Children			
Number of Adults	0	1	2	3+
1	2.14			
2	1.01	0.84	0.78	0.83
3+	0.77	0.85		

Projection to Population. The target population is all households in Ontario. As the study was conducted throughout 1982, we have used our estimate of total households as of June 1982. This estimate was calculated using the 1981 Census data and other Statistics Canada information. We calculate that the number of households increased by 1.39 per cent between June 1981 and June 1982, giving an estimated household population of 3,010,000.

The expansion factor for the annual data is 0.66154

F. SAMPLING ERROR

The accuracy of estimates derived from surveys is influenced by two main factors:

- Sampling errors;
- Methodological factors such as bias, missed reporting, non-response, etc.

If the second type are assumed to be small, the confidence levels for particular parameters in a survey can be calculated mathematically. One specific check on response bias was possible. At the recruitment interview, people were asked for overnight trips by people in the household taken in the previous month. Thus, their data could be examined for people who completed the diary and those who did not. The difference was small, with non-diary completers having slightly lower estimates.

Variance Forumla

To estimate the sampling errors in the Ontario Travel Study, a variance formula has been derived. It takes into consideration the twelve independent monthly subsamples and the two-month reporting period employed in the survey design.

The variance formula is shown using the following notations:

Let the monthly subsamples be denoted by i = 0, 1, 2, ... 12, where i = 0 represents the phantom December sample. Also let

Xi = total trips reported in the first reporting month for the i-th subsample after applying the first two stages of weighting*,

Yi = similar definition as above for the second reporting month;

VXi = variance of the trip figures in the household population for the first reporting month for the i-th sample,

VYi = similar definition as VXi for the second reporting month;

Ni = weighted sample size for the i-th subsample,

Ci = covariance of the reported values between the two months for the i-th subsample.

The annual estimate of total number of trips (T) is

$$T = \frac{3010}{4550} \times \frac{13}{24} \times 12 \times \left[\sum_{1}^{12} Xi + \sum_{0}^{11} Yi \right]$$

$$= 4.3 \times \left[\sum_{1}^{12} Xi + \sum_{0}^{11} Yi \right]$$

The sampling variance of T is

$$V(T) = (4.3)^2 \times \left[\sum_{1}^{12} VXiNi + \sum_{0}^{11} VYiNi + 2 \sum_{1}^{11} CiNi \right]$$

Estimates for quarterly totals can be computed by inserting the appropriate indices representing the sub-samples for a specific quarter into the three summation signs. For example, estimate for the first quarter total (Ti) is

$$Ti = 4.3 \times \left[\sum_{1}^{3} Xi + \sum_{0}^{2} Yi \right]$$

The corresponding sampling variance is

$$V(Ti) = (4.3)^2 \times \left[\sum_{1}^{3} VXiNi + \sum_{0}^{2} VYiNi + 2 \sum_{1}^{2} CiNi \right]$$

*Refer to section Estimation Procedure.

Sampling Tolerances

Sampling errors for annual estimates and estimates of a typical quarter have been computed and are shown below. The formula used was:

$$\% \text{ confidence interval} = \pm \frac{2\sqrt{V(T)}}{T} \times 100\%$$

This provides a 95% confidence level, i.e., there is a 95% chance that the true figure will not fall outside the estimated value ± the confidence interval.

The tables can be used to approximate percentage errors for items not shown. For example, 9.67% of the annual total household trips were made to Non-Ontarian destinations. Although not computed its confidence interval can be approximated by dividing the percentage error of the overall total household trips by the square root of 0.0967. Example:

Confidence interval of total household trips = 4.1%

For Non-Ontario trips $4.1 \div \sqrt{0.0967} = 13.2\%$

Confidence Intervals: 95% Confidence Level

	Household Trips		*Person Trips*	
	Annual	*Quarter*	*Annual*	*Quarter*
	±%	±%	±%	±%
All Trips	4.1	8.1	4.4	8.8
Ontario Destinations	4.4	8.9	4.2	9.6
Region:				
Southwestern	11.6	22.5	13.1	24.4
Festival Country	9.3	19.1	10.0	21.6
Georgian Lakelands	10.3	22.9	11.3	25.0
Metro Toronto	9.7	21.4	10.3	20.1
Central Ontario	10.2	23.1	10.7	24.3
Ontario East	13.4	26.2	14.2	28.4
Ontario North	14.1	34.9	13.4	35.4
Trips:				
50+ Miles	4.7	9.9	5.0	10.9
100+ Miles	5.8	13.7	6.3	13.8

HOUSEHOLD QUESTIONNAIRE

LOCATION NUMBER: |_|_|_|_| HOUSEHOLD NUMBER: |_|_|

(ALL RESPONDENTS)

1. Have you been a resident here for more than four weeks?

YES 22-1

NO ..... 2 USE SPECIAL INSTRUCTIONS FOR QUESTION 3-a) AND 4-a)

2. Including yourself, how many people live in this household aged 15 years or more?

TOTAL HOUSEHOLD MEMBERS 15 YEARS OR MORE: |_|_| 23-24-

3-a) Have there been any trips taken by members of your household 15 and over which involved any overnight stays during the last month--that is, since this date last _____ (SPECIFY MONTH)?

-b) (IF YES) How many such trips have there been? A person travelling alone counts as one trip. If two or more household members travel together, this also counts as one trip.

NUMBER OF TRIPS: |_|_| 25-26-

(IF NO, RECORD "00" ABOVE AND GO TO QUESTION 5)

(ALL OVERNIGHT TRIP TAKERS)
I would now like to get some further information about these trips.

Beginning with the most recent trip ...

4-a) (HAND CARD) What was the distance from your home to the furthest destination? (RECORD BELOW)

-b) Was the main purpose of this trip, work or was it some other reason? (RECORD BELOW)

-c) (IF MAIN PURPOSE WORK) Was this trip part of a sales call or while working as a crew? (RECORD BELOW)

-d) Including yourself, how many persons 15 years and older, now living in this household, went along on that trip? (RECORD NUMBER BELOW)

(REPEAT QUESTIONS 4-a) TO -d) FOR UP TO 3 MOST RECENT TRIPS.)

"And for the overnight trip before that ...?"

	OVERNIGHT TRIPS		
	MOST RECENT	SECOND MOST RECENT	THIRD MOST RECENT
-a) DISTANCE TO FURTHEST DESTINATION:			
Less Than 25 Mi./40 km	27-1	32-1	37-1
25 To 49 Mi./40 To 79 km	2	2	2
50 To 99 Mi./80 To 159 km	3	3	3
100 Mi./160 km And Over	4	4	4
-b) MAIN PURPOSE OF TRIP:			
Work ..... (GO TO -c)	28-1	33-1	38-1
Other .... (GO TO -d)	2	2	2
-c) TYPE OF WORK TRIP:			
Yes--Sales/Crew	29-1	34-1	39-1
No--Other	2	2	2
-d) H/H MEMBERS 15 YRS. OR MORE IN PARTY:	30-31- |_|_|	35-36- |_|_|	40-41- |_|_|

ALL RESPONDENTS

5. To obtain an accurate measure of the trips that people living in Ontario make within and outside the province, we are asking households to keep a diary that we provide. In it you will record information on any longer trips that you or other people in this household may make. I will call back in two months' time to collect the diary and deal with any problems. Of course, we realize that some households may not take any trips during this time while others may take several trips. The information you provide will be very useful in planning good travel facilities for the people of Ontario.

(EXPLAIN LUCKY DRAW) As a small token of our appreciation for the important contribution people in Ontario will make to this project, we plan to run a lucky draw. Everyone who keeps a trip diary, whether any trips were taken or not, will have a chance to win a cash prize of $500.00.

The odds for this cash prize are excellent as only about 300 people will be entered in the draw. About three weeks after pick-up of the diary, the winner will be notified by telephone and asked to complete a simple skill testing question.

(ANSWER ANY QUERIES AS OUTLINED IN THE MANUAL.)

RESPONDENT AGREES TO ACCEPT DIARY ..... 42- [1 GO TO DIARY INSTRUCTIONS]

RESPONDENT WILL NOT AGREE ..... [2 SEE NEXT PAGE]

IF WILL NOT ACCEPT DIARY:

I am sorry that you are unable to complete the diary. We would like to know when we do our analyses whether the people who do accept the diary are typical of all the different households in Ontario. I hope you will answer a few more questions so that we can do that.

6-a) Are there any children under 15 years of age living at home?

YES 43-1
NO ..... 2 GO TO Q. 7

-b) How many are under 6 years of age? (RECORD BELOW)

-c) How many are 6 to 14 years of age? (RECORD BELOW)

	-b) UNDER 6 YEARS	-c) 6 TO 14 YEARS
ONE	44-1	46-1
TWO	2	2
THREE	3	3
FOUR	4	4
FIVE	5	5
SIX	6	6
SEVEN	7	7
EIGHT	8	8
NINE	9	9
TEN	0	0
NONE	45-0	47-0

7-a) Are any household members 15 to 17 years?

YES ..... ☐
NO ..... ☐ GO TO Q. 7-b)

How many are males? (CIRCLE NO.) 48-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 49-0 1 2 3 4 5 6 7 8

-b) Are any 18 to 34 years?

YES ..... ☐
NO ..... ☐ GO TO Q. 7-c)

How many are males? (CIRCLE NO.) 50-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 51-0 1 2 3 4 5 6 7 8

-c) Are any 35 to 54 years of age?

YES ..... ☐
NO ..... ☐ GO TO Q. 7-d)

How many are males? (CIRCLE NO.) 52-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 53-0 1 2 3 4 5 6 7 8

-d) Are any 55 years of age or more?

YES ..... ☐
NO ..... ☐ GO TO Q. 8

How many are males? (CIRCLE NO.) 54-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 55-0 1 2 3 4 5 6 7 8

(56)

8. What is the occupation of the chief wage-earner in the household?

OCCUPATION: _____

INDUSTRY: _____ 57/58

Retired/Pensioned	09
Student	10
Unemployed	11
Homemaker Only	08

9. Thinking about the year 1981, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of all household members living here added together?

LESS THAN $12,000	A	59-1
$12,000 - $17,999	B	-2
$18,000 - $23,999	C	-3
$24,000 - $29,999	D	-4
$30,000 - $39,999	E	-5
$40,000 AND OVER	F	-6

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE AND CIRCLE CODE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME

..... 60-1

61/74

END INTERVIEW, THANK RESPONDENT AND RECORD NAME, ADDRESS, TELEPHONE NUMBER OF RESPONDENT ON LAST PAGE.

DIARY ACCEPTERS

TAKE PERSON THROUGH DIARY AS PER MANUAL INSTRUCTIONS.

10. In order to classify our data, I would like to obtain for each person living in this household who is 15 years and over, some background information. To do this, would you please tell me the usual first name of each individual, starting with yourself and then moving from the oldest in the household to the youngest. (RECORD NAMES IN ROW -a) BELOW)

Now, these first questions will concern yourself.
(RECORD SEX OF RESPONDENT, THEN BEGIN BY ASKING AGE UNDER PERSON LETTER "A")

(IF MORE THAN ONE PERSON IN HOUSEHOLD)

And now, considering _____ (READ FIRST NAME UNDER PERSON LETTER "B") (AGAIN RECORD SEX AND BEGIN BY ASKING AGE)

(REPEAT -b) TO -e) FOR EACH PERSON LISTED)

8-2

		RESPOND-ENT	OTHER H/H MEMBERS 15 YRS. AND OVER OLDEST TO YOUNGEST					
-a)	USUAL FIRST NAME (SPECIFY)							
	PERSON NUMBER	9-A	15-B	21-C	27-D	33-E	39-F	45-G	51-H
-b)	SEX: MALE	10-1	16-1	22-1	28-1	34-1	40-1	46-1	52-1
	FEMALE ...	-2	-2	-2	-2	-2	-2	-2	-2
-c)	AGE: RECORD YEARS	11/12	17/18	23/24	29/30	35/36	41/42	47/48	53/54
-d)	EMPLOYMENT STATUS: (READ LIST IF NECESSARY)								
	WORK FULL-TIME (30+ Hrs./Wk.)	13-1	19-1	25-1	31-1	37-1	43-1	49-1	55-1
	WORK PART-TIME (Less Than 30 Hrs.)	-2	-2	-2	-2	-2	-2	-2	-2
	NOT EMPLOYED ☐								
	Retired, Pensioned	-3	-3	-3	-3	-3	-3	-3	-3
	Student	-4	-4	-4	-4	-4	-4	-4	-4
	Unemployed	-5	-5	-5	-5	-5	-5	-5	-5
	Homemaker Only	-6	-6	-6	-6	-6	-6	-6	-6
-e)	EDUCATION: (Highest Level)								
	Public/Elementary	14-1	20-1	26-1	32-1	38-1	44-1	50-1	56-1
	Secondary/High	-2	-2	-2	-2	-2	-2	-2	-2
	Post-Secondary (Non-University)	-3	-3	-3	-3	-3	-3	-3	-3
	University	-4	-4	-4	-4	-4	-4	-4	-4

11. What is the occupation of the chief wage-earner?

OCCUPATION: _____ 57/58

INDUSTRY: _____

Retired, Pensioned 09
Student 10
Unemployed 11
Homemaker Only 08

12. Thinking about the year 1981, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of all household members living here added together?

LESS THAN $12,000	A	59-1
$12,000 - $17,999	B	-2
$18,000 - $23,999	C	-3
$24,000 - $29,999	D	-4
$30,000 - $39,999	E	-5
$40,000 AND OVER	F	-6

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE AND CIRCLE CODE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME

..... 60-1

13-a) Are there any children under 15 years of age in the household?

YES 61-1
NO 2

(IF YES)

-b) How many are under 6 years of age? |_|_| 62- 63-

-c) How many are 6 to 14 years of age? |_|_| 64- 65-

66/74

NAME: _____

ADDRESS: _____

_____ _____

TELEPHONE NO. _____

YOUR TRIP DIARY

This diary is for recording all trips taken by any member of your household who is 15 years or older.

For this survey, a trip means anytime you or any member of your household travels to a place at least 25 mi/40 km (one way) from your permanent residence.

The following types of trips should *not* be included in this study even if they meet the minimum distance requirement:

— commuting to school or work
— travelling as an operator or crew member
— sales calls or deliveries
— moving to a new residence

Include in your household diary all trips that end during

_____ and _____ , 1982

Include trips of this distance that involve overnight stays as well as those that do not. Make sure that you include trips of this distance to places such as a cottage, farm, chalet. Also, don't forget to include trips outside of the province as well as those within.

For the purpose of recording which household members, 15 years and over, went on a trip, please use the diary code indicated below.

DIARY CODE FOR HOUSEHOLD MEMBERS 15 YEARS AND OVER

	Usual First Name Of Household Member 15+	Diary Code-Person Letter
Diary Keeper.....	_____	A
Other H/H Members 15+		
Oldest	_____	B
.....	_____	C
.....	_____	D
.....	_____	E
.....	_____	F
.....	_____	G
Youngest	_____	H

FOR OFFICE USE ONLY:

LOCATION ⌊_____⌋ H/H ⌊__⌋ 8-3
1 5 6 7

1 TRIP NO. (8) DAY OF WEEK TRIP STARTED (11) S M T W T F S 1 2 3 4 5 6 7 DATE TRIP STARTED DAY (12) MONTH (14) DATE TRIP FINISHED DAY (16) MONTH (18)

2 MAIN DESTINATION
IF MORE THAN ONE ENTER THE ONE FURTHEST FROM HOME
(NEAREST) CITY/TOWN _____ PROVINCE / U.S. STATE _____
COUNTRY _____
(29) (25)

3 DISTANCE FROM YOUR HOME TO ABOVE DESTINATION (CIRCLE CODE) (10)
1 25-49mi./40-79 km.
2 50-99mi./80-159 km.
3 100-199mi./160-320 km.
4 200-499 mi./321-804 km.
5 500-999 mi./805-1609 km.
6 1000 mi./1609 km.and over

4 HOUSEHOLD MEMBERS ON TRIP
Persons 15 Years And Over(Which Ones?) (29 30 31 32 33 34 35 36) A B C D E F G H
Persons Under 15 Years (How many?) (37) IF NONE WRITE '0'

5 TRIP PURPOSE

	Visiting Friends Or Relatives	Convention	Other Business	Shopping	Personal Business	Recreation/ Pleasure
Main Purpose (CIRCLE ONE ONLY)	(38) 1	2	3	4	5	6
Other Purpose(s) (CIRCLE AS MANY AS APPLY)	(39) 1	(40) 1	(41) 1	(42) 1	(43) 1	(44) 1

IF NO 'OTHER PURPOSE' CHECK BOX ☐

6 ACTIVITIES ENGAGED IN BY HOUSEHOLD MEMBERS ON TRIP IN OR AROUND AREA OF MAIN DESTINATION

CIRCLE AS MANY AS APPLY	Participated In Outdoor Or Sporting Activity	ATTENDED: Sporting Events	ATTENDED: Live Theatre Dance or Music Concert	Went Shopping	VISITED: Museums, Galleries	VISITED: Historical Sites	VISITED: Exhibitions, Fairs, Special Events	VISITED: Attractions, Zoos, Amusement Parks	Went On Boat Or Rail Tours	Other Activities
	(45) 1	(46) 1	(47) 1	(48) 1	(49) 1	(50) 1	(51) 1	(52) 1	(53) 1	(54) 1

7 TRANSPORTATION

	Automobile Truck/Van Etc.	AIR: Regularly Scheduled	AIR: Chartered	BUS: Regularly Scheduled	BUS: Chartered	Train	Ship Or Boat	Other
Main USED TO TRAVEL THE GREATEST DISTANCE (CIRCLE ONE ONLY)	(55) 1	2	3	4	5	6	7	8
Other EXCLUDE LOCAL TRANSPORTATION (CIRCLE AS MANY AS APPLY)	(56) 1	(57) 1	(58) 1	(59) 1	(60) 1	(61) 1	(62) 1	(63) 1

IF NO 'OTHER' METHOD CHECK BOX ☐

8 NIGHTS SPENT AWAY 8-4 8-5
NUMBER OF NIGHTS SPENT OUTSIDE OF ONTARIO (9) IF NONE WRITE '00'
NUMBER OF NIGHTS SPENT IN ONTARIO (11) IF NONE WRITE '00' and SKIP TO SECTION 9 TRIP EXPENSES

FOR EACH PLACE STAYED IN ONTARIO

a) WRITE (NEAREST) CITY/TOWN b) CHECK TYPE(S) OF ACCOMMODATION USED THERE c) WRITE NUMBER OF NIGHTS STAYED THERE	1st CITY/TOWN (13) TYPE(S) USED	1st CITY/TOWN NUMBER OF NIGHTS 18/33	2nd CITY/TOWN (34) TYPE(S) USED	2nd CITY/TOWN NUMBER OF NIGHTS 39/54	3rd CITY/TOWN (55) TYPE(S) USED	3rd CITY/TOWN NUMBER OF NIGHTS 60/75	4th CITY/TOWN (9) TYPE(S) USED	4th CITY/TOWN NUMBER OF NIGHTS 14/29	5th CITY/TOWN (30) TYPE(S) USED	5th CITY/TOWN NUMBER OF NIGHTS 35/50
Hotel/Motor Hotel	☐		☐		☐		☐		☐	
Motel	☐		☐		☐		☐		☐	
Resort Lodge	☐		☐		☐		☐		☐	
Commercial Cottage/Cabin	☐		☐		☐		☐		☐	
Camping/Trailer Park	☐		☐		☐		☐		☐	
Outfitter/Outpost	☐		☐		☐		☐		☐	
Private Cottage (For Own Use)	☐		☐		☐		☐		☐	
Stay With Friends/Relatives	☐		☐		☐		☐		☐	

9 TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS (CASH OR CREDIT CARD/RECORD IN CANADIAN DOLLARS)

A PREPAID PACKAGE OR TOUR
MUST INCLUDE TWO OR MORE OF THESE SIX ITEMS PREPAID TOGETHER AS A PACKAGE
IF NO PREPAID PACKAGE OR TOUR CHECK BOX ☐ AND GO TO 9B

CIRCLE TYPES OF EXPENSE ITEMS INCLUDED IN PREPAID PACKAGE OR TOUR

TRANSPORTATION: CANADIAN CARRIER	TRANSPORTATION: FOREIGN CARRIER	TRANSPORTATION: AUTO RENTAL	ACCOMMODATION	FOOD	ENTERTAINMENT
(51) 1	(52) 1	(53) 1	(54) 1	(55) 1	(56) 1

TOTAL AMOUNT SPENT FOR PACKAGE OR TOUR (57) $ _____ 00

B EXPENSES WHILE ON TRIP (EXCLUDE PREPAID PACKAGE OR TOUR)

	8-6 AMOUNT SPENT IN ONTARIO (IF NO MONEY SPENT CHECK BOX ☐)	AMOUNT SPENT OUTSIDE ONTARIO (IF NO MONEY SPENT CHECK BOX ☐)
Automobile (Includes Rental)	(9) $ _____ 00	(41) $ _____ 00
Local Transportation (Taxi, Public Transit, Etc.)	(13) $ _____ 00	(45) $ _____ 00
Air, Train, Bus, Ship		
Canadian Carrier	(17) $ _____ 00	(49) $ _____ 00
Foreign Carrier	(21) $ _____ 00	(53) $ _____ 00
Accommodation	(25) $ _____ 00	(57) $ _____ 00
Food/Beverage	(29) $ _____ 00	(61) $ _____ 00
Recreation/Pleasure	(33) $ _____ 00	(65) $ _____ 00
Retail/Other Miscellaneous	(37) $ _____ 00	(69) $ _____ 00
Total	$ _____ 00	$ _____ 00

(73) 1 2 3 4 5
(74)
(75)